

MURFREESBORO 2035



Our future begins now

Presentation:

Chapter 1, Planning Context

Kendig Keast Collaborative
Neel-Schaffer, Inc.
Smith Seckman Reid, Inc.



Comprehensive Plan Organization

Plan Elements (Chapters)

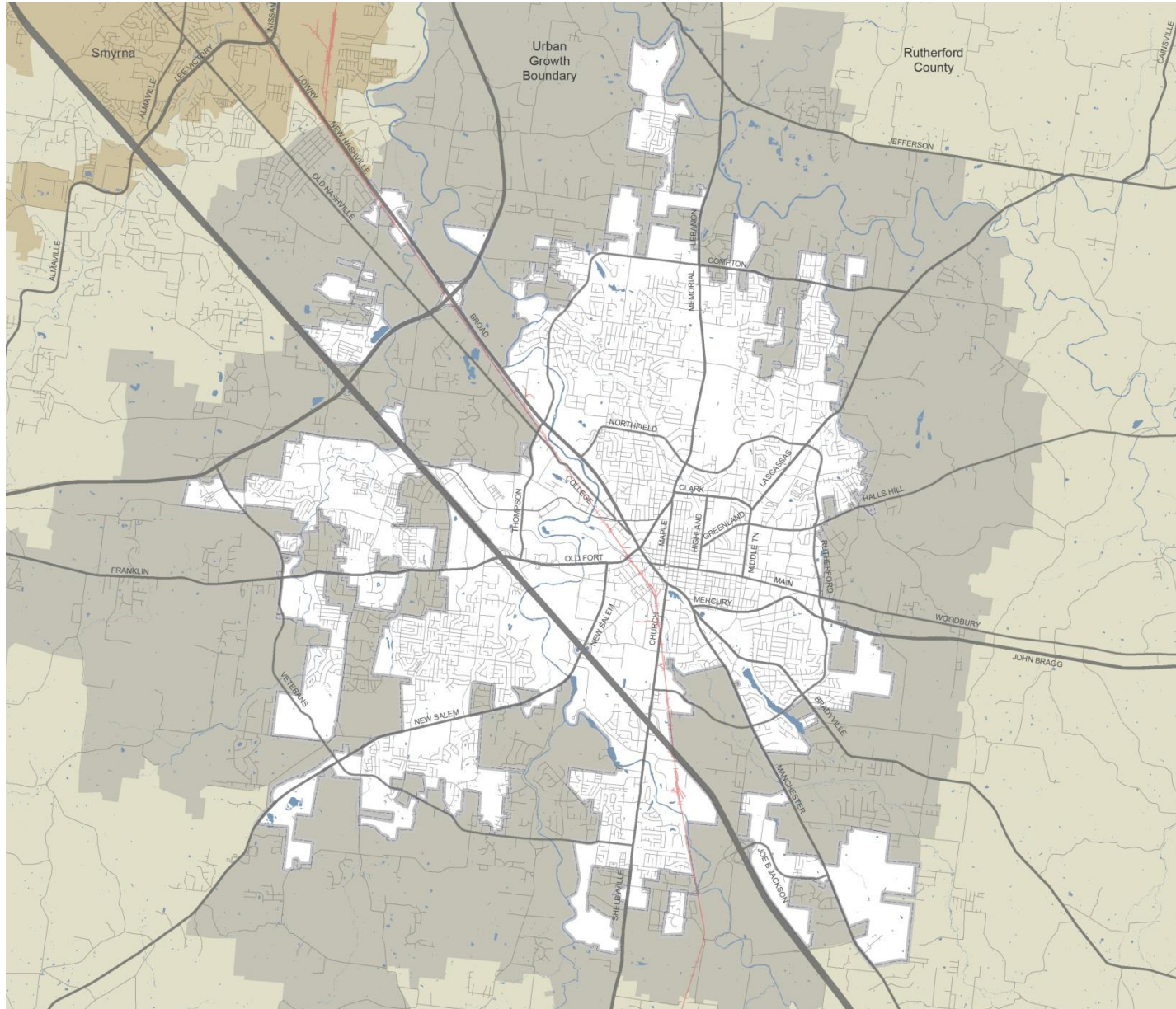
- 1 - Planning Context**
- 2 - Growth Capacity and Infrastructure**
- 3 - Mobility**
- 4 - Land Use and Character**
- 5 - Housing and Neighborhoods**
- 6 - Parks, Recreation and Natural Resources**
- 7 - Economic Development**
- 8 - Implementation and Intergovernmental Coordination**
- 0 – Executive Summary**

Supplemental Deliverables

- **Land Development Code Critique**
- **Guiding Principles**
- **Capital Facilities Analysis (Chapter 2)**
- **2040 Major Transportation Plan**



MURFREESBORO 2035

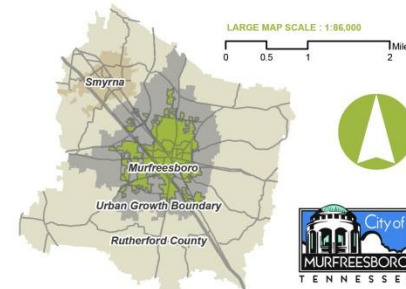


MURFREESBORO 2035

MAP X.X

Map Name

	City of Murfreesboro		Water Bodies
	Urban Growth Boundary		Flood Zone A and AE
	Town of Smyrna		Railroad
	Rutherford County		



DRAFT 10.07.14

Client: City of Murfreesboro

Consultants: Kendig Keast Collaborative; Neel-Schaffer, Inc.; Smith Seckman Reid, Inc.

Primary Data Sources: City of Murfreesboro, Rutherford County, ESRI

Disclaimer: This map is provided for reference purposes only and is not suitable for legal, engineering or surveying purposes. The City makes no warranty concerning this information, including but not limited to its accuracy and/or completeness, and the data is subject to revisions at any time without notice. Users of this information should independently review or consult the primary data and information sources to ascertain the sufficiency of this information. For confirmation or additional information, please contact the Murfreesboro Planning Department at (615) 893-6441 or ask for assistance from the Planning Staff.

Planning Area Base Map



Community Engagement

High-Touch Approach

- 5 - Listening Sessions**
- 8 - Comprehensive Plan Task Force Meetings**
- 2 - Joint Workshops**
- 1 - Mid-Point Briefing**
- 3 - Community Workshops**
- 6 - Outreach Presentations**
- 1 - Planning Commission Public Hearing**
- 1 - City Council Public Hearing**

High-Tech Approach

Online Discussion Forum (MindMixer) – 5 months active use

- 17 - E-Newsletters**
- 4 - Press Releases**
- 1 - Community Survey**
- Advertising**



Welcome to Murfreesboro 2035: Online Discussion Forum's Reporting Interface

The **Reporting Interface** displays all of the activity from your project.



TOTAL TRAFFIC

Unique Visitors

 **1,654**

Page Views

 **9,166**

EXPORT OPTIONS

✱ [Export as CSV/Excel](#)

YOUR AVERAGE PARTICIPANT IS...

Male



42 Years Old

Living in these Postal Codes:
37129, 37130, 37128

SHARING

 **40**
Facebook

 **18**
Twitter

 **7**
LinkedIn

 **6**
Google+

 **12**
Email

Top Shared Item
<http://murfreesboro>

Website:

Murfreesboro2035.com



Participants

TOTAL

32

Participants

GENDER



73%

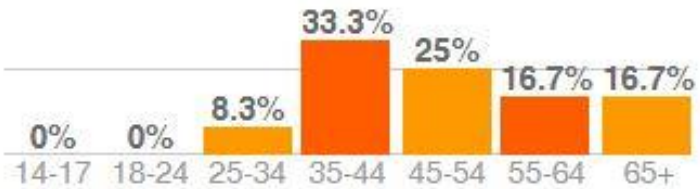
Male



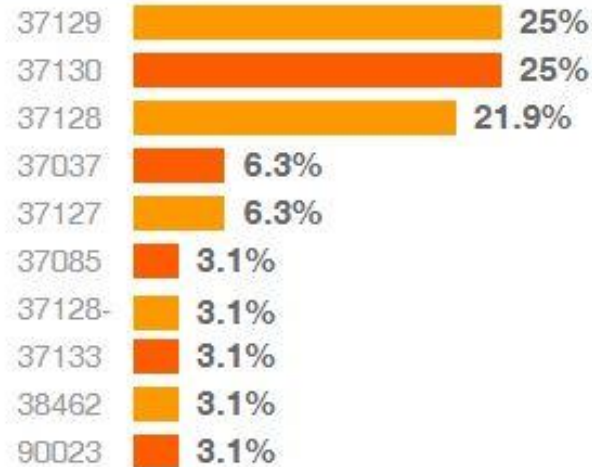
27%

Female

AGE



POSTAL CODE





1. *Do you consider Murfreesboro a bedroom community to Nashville or does your city have its own independent identity?*

Comments: **8**

- A. *Bedroom community – 09 votes*
- B. *Independent identity – 72 votes*

2. *What are the key growth areas within the City of Murfreesboro?*

Comments: **11**

- *Medical Center Parkway*
- *Downtown*
- *Hwy 99 (New Salem) and Hwy 41 (Manchester Pike)*
- *West Murfreesboro, Blackman, Salem and Barfield*
- *East of Interstate 24*
- *Exit 81 off Interstate 24*





3. *For Murfreesboro to be a more "complete" city, what are the missing pieces?*

Ideas: 106

Comments: 60

- *Bike paths throughout Murfreesboro*
- *A more unified arts community*
- *More things for kids to do during their off time*
- *Need youth recreational facilities on the south side of town*
- *Costco or Whole Foods*
- *Google Fiber*
- *Train line from Murfreesboro to Nashville*
- *Develop a boutique hotel and restaurant downtown*
- *Community garden*
- *A space serving as a business incubator*
- *West side park*
- *An educational enrichment program with MTSU*
- *Improved recycling options*





4. *What is the one “game changer” in Murfreesboro that will define the City’s future?*

Ideas: 31

Comments: 28

- *More public art. See Chatanooga*
- *Redevelop outdated public housing*
- *Downtown high-rise housing*
- *Encouraging locally owned businesses*
- *Bring in white collar, knowledge-based companies*
- *Development of the new Rutherford County Judicial Center*
- *Consider code changes to the downtown “historic district”*
- *Further corporate development in the Gateway area*





5. *What are Murfreesboro's top accomplishments in recent years?*

Ideas: 19

Comments: 13

- *Rover and medical facilities*
- *Good government, MTSU growth, economic development*
- *Maintaining ties with MTSU. Expanding bikes*
- *Road conditions have been kept up*
- *Make biking a real option*
- *The Avenue, Downtown Farmers' Market, more Downtown retail*
- *The development at Joe B. Jackson*
- *We have a Brewery . . .*
- *Economic and Sustainable Development*





6. *Name specific areas of the city or streets/intersections that would benefit from more sidewalks and trails?*

Ideas: **24**

Comments: **1**

- Church Street
- Dill Lane
- Clark Boulevard
- Downtown
- North Highland Avenue
- The neighborhoods that surround MTSU
- Haynes and Pitts Lane
- Highland Ave. needs sidewalks to downtown





7. *Name specific street or intersection improvements that are necessary for more efficient and reliable travel in the City?*

Ideas: **38**

Comments: **17**

- *Traffic light timing*
- *Widen Old Fort*
- *West Clark Boulevard*
- *South Church Street*
- *Thompson Lane from Broad Street to Memorial*
- *S. Church Street at Interstate 24 interchange (both directions)*
- *Overhead signage for upcoming turn lanes*





8. *What unique phrase best describes Murfreesboro and could help brand your city? City of.....?*

Ideas: **20**

Comments: **9**

- *City of Teachers*
- *Bringin' it in the 'boro. Valley of Promise. Hike the Pike.*
- *City of bright futures*
- *The Heart of Tennessee*
- *The City of Opportunity*
- *City of Future Possibilities*
- *The City in the Center*
- *City of Growth: Center of Opportunities*





9. *What neighborhood features have you liked in other cities that should be encouraged more in Murfreesboro when possible? (check the top 3)*

Surveys Submitted: **30**

Comments: **2**

- *Trails for walking, jogging, skating, and bicycling - 15*
- *Community gardens - 12*
- *Nature preserve - 11*
- *Ponds, lakes, and other water amenities (recreation and drainage functions) - 9*
- *Swimming pool - 6*
- *Convenience stores at the edge of the neighborhood - 6*
- *Recreation center / clubhouse - 5*
- *Children's playground - 5*
- *Picnic areas - 4*
- *Splash pads - 2*





10. What features make certain neighborhoods in Murfreesboro very appealing and should be done elsewhere when possible?

Ideas: **12**

Comments: **1**

- *Sidewalks. Lighted Streets. Trees. Sustainable Development*
- *mature trees, sidewalks, bike paths, neighborhood parks*
- *Nice homes w/amenities. No apartments next door*
- *Neighborhood Parks, Tree-Lined Streets, Rear-Entry Garages*
- *Neighborhoods with mixed housing types*
- *Redefine what a Neighborhood is*
- *Accessible parks and green space*
- *I would like a more walkable city*
- *Affordable senior & single people housing in all areas.*





11. What features make certain neighborhoods in Murfreesboro very appealing and should be done elsewhere when possible? (check all that apply)

Surveys Submitted: **32**

Comments: **3**

- *Senior housing – 21*
- *Downtown lofts - 18*
- *Single-family homes – 16*
- *Attached town homes – 10*
- *Patio homes – 9*
- *Apartments – 5*
- *Duplexes - 3*





12. What is the biggest obstacle to improving quality of life in Murfreesboro?

13. In what areas of Downtown should we begin our revitalization efforts?

- ***Traffic Congestion***
- ***Access to Health care***
- ***Lack of Affordable Day Care***
- ***Crowded Schools***
- ***Pollution***
- ***Aging Infrastructure***
- ***Other (Please Explain)***

12. Do you recycle at your home? Why or why not? Would you be willing to pay to recycle?





Guiding Principles

Principle 1, Participation and Inclusiveness.

Encourage broad citizen participation to benefit from the knowledge, insights, and support of all local residents. Create a community where people from all backgrounds, cultures, and income levels feel included and welcomed.

Principle 2, Cooperation.

Coordinate planning with school districts, community organizations, adjacent communities, county, and regional government and, where possible, seek common solutions that are efficient and cost effective.

Principle 3, Responsibility.

Accept responsibility for the health and quality of the community, and avoid shifting costs to future generations.

Principle 4, Design.

Encourage great design and innovation. Identify ways that new development can respect the natural beauty and unique neighborhood identities that make Murfreesboro an attractive city. At the same time, look for ways to attract new industries that can thrive in the city.



Community Profile

Age of Residents

Families

Seniors

Murfreesboro's population is relatively young and has a higher percentage of families than most comparison communities (**33.5%**). It also ranked 14th out of the 16 cities studied for projected growth among the senior population.

1. Between 2014 and 2019, Murfreesboro's median age is estimated to increase from **30.7** years to **32.1** years with a projected change of 4.4%.
2. **10%** of Murfreesboro's population is composed of Seniors (> 65 years old).

FIGURE 1.8, MEDIAN AGE (2014)

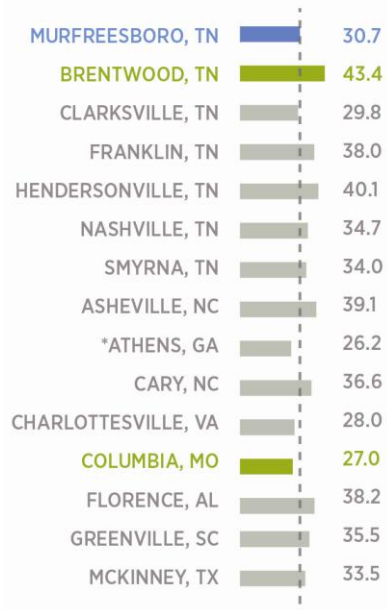


FIGURE 1.9, HOUSEHOLDS WITH CHILDREN (2014)

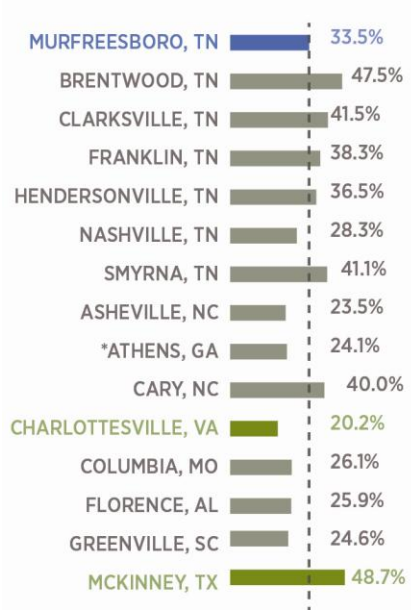
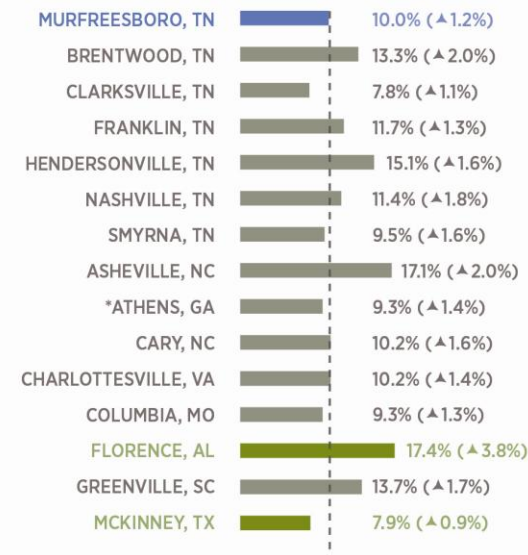


FIGURE 1.10, PERCENT OF POPULATION 65 YEARS OLD OR GREATER (2014) AND PROJECTED PERCENT INCREASE IN 2019



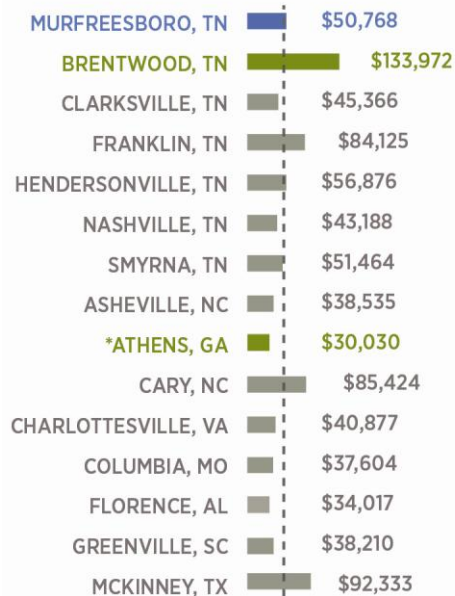


Community Profile

Income (2014 -2019)

1. **2014 Median Household Income: Murfreesboro ranks 7th out of the 15 cities researched nationally, and 5th out of 7 locally.**
2. **Murfreesboro's household income growth is expected to be lower (9.9%) than all of the other comparison cities with the exception of Smyrna (9.6%). (Nashville: 13.7%)**

FIGURE 1.3, MEDIAN HOUSEHOLD INCOME (2014)



The dashed line represents Murfreesboro's values.

The green bars represent high and low values.

*Athens is part of a consolidated city-county government.

MURFREESBORO IS PROJECTED TO GROW TO 200,000 RESIDENTS IN THE NEXT 20 YEARS. OPPORTUNITIES OR CONCERNS?



"We need to improve incomes in order to grow the economy as fast as the population."

**Source: US Census – American Community Survey
ESRI Business Analyst**



2 - Growth Capacity and Infrastructure

Key Considerations

1. **Annexation.** *How will Tennessee annexation laws affect the community's growth?*
 2. **Balanced Utility Infrastructure Investments.** *How can the City continue to balance system expansion into new growth areas with ongoing investments / upgrades to older parts of the community?*
 3. **Community Definition.** *How can future growth develop in a more compact and regular shape that is cost-efficiently served by the City's existing infrastructure systems and public safety providers?*
 4. **Geographically Distributed Public Safety Services.** *How can the City and County continue to expand the service areas of their police, fire and rescue, and emergency medical service functions in order to accommodate widespread growth patterns?*
 5. **Solid Waste and Recycling.** *How can the City and County reduce, manage, and dispose of its solid waste in anticipation of the capacity limitations of its landfill in the next decade?*
-

WWT:

Decentralized vs. Centralized



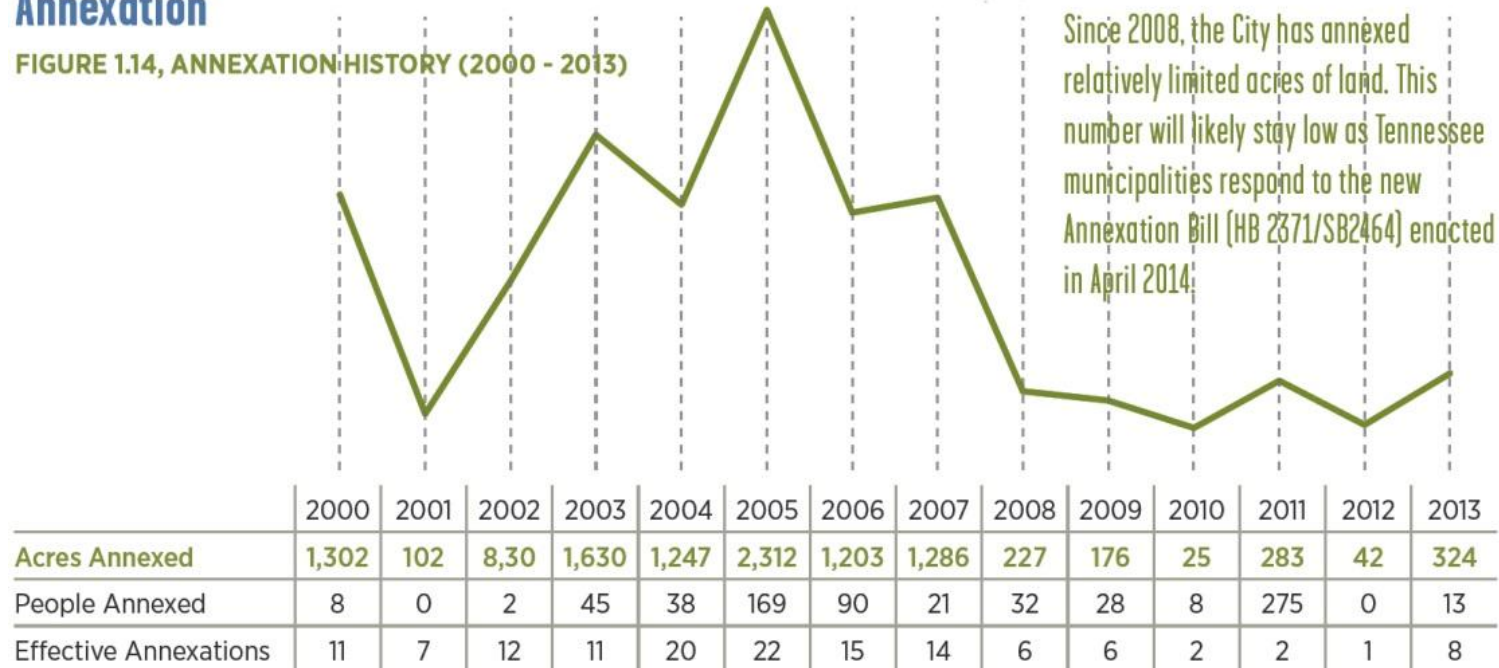
2 - Growth Capacity and Infrastructure

Key Considerations

1. **Annexation.** *How will Tennessee annexation laws affect the community's growth?*

Annexation

FIGURE 1.14, ANNEXATION HISTORY (2000 - 2013)



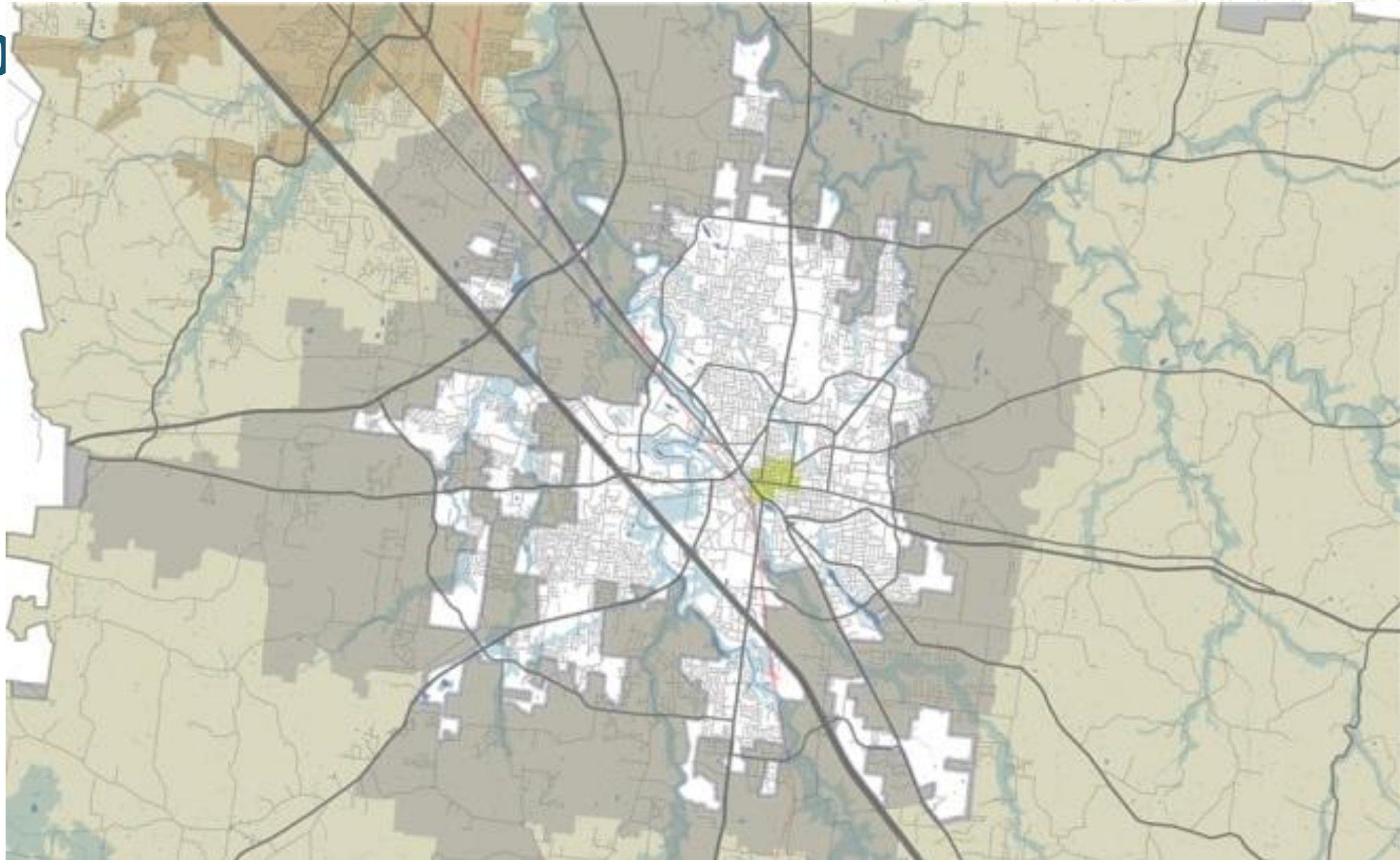


MURFREESBORO 2035

1817-1850

Population:

Density: 5.89





MURFREESBORO 2035

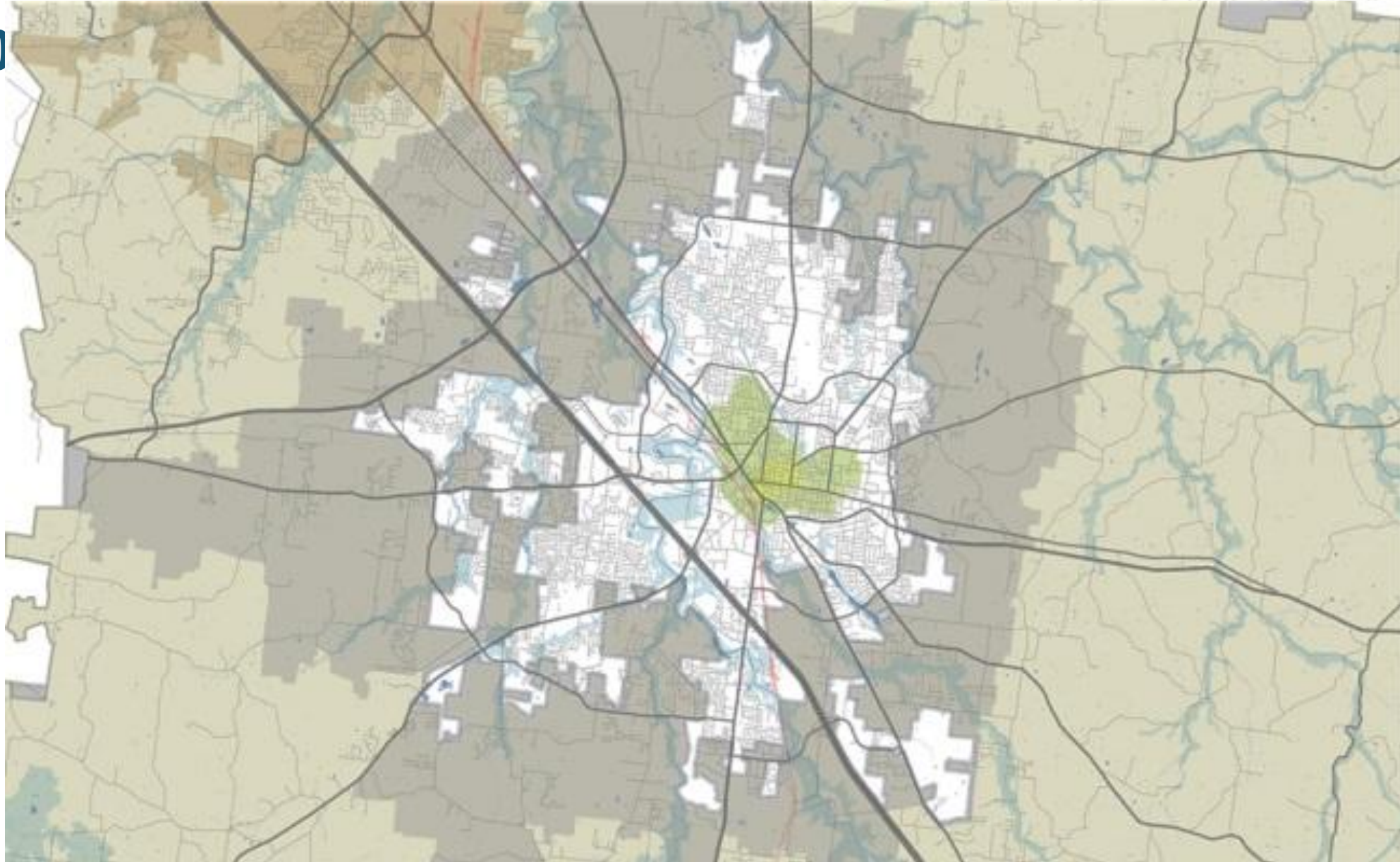
1850-1950

Population:

Density: 5.35



Murfreesboro c.1878



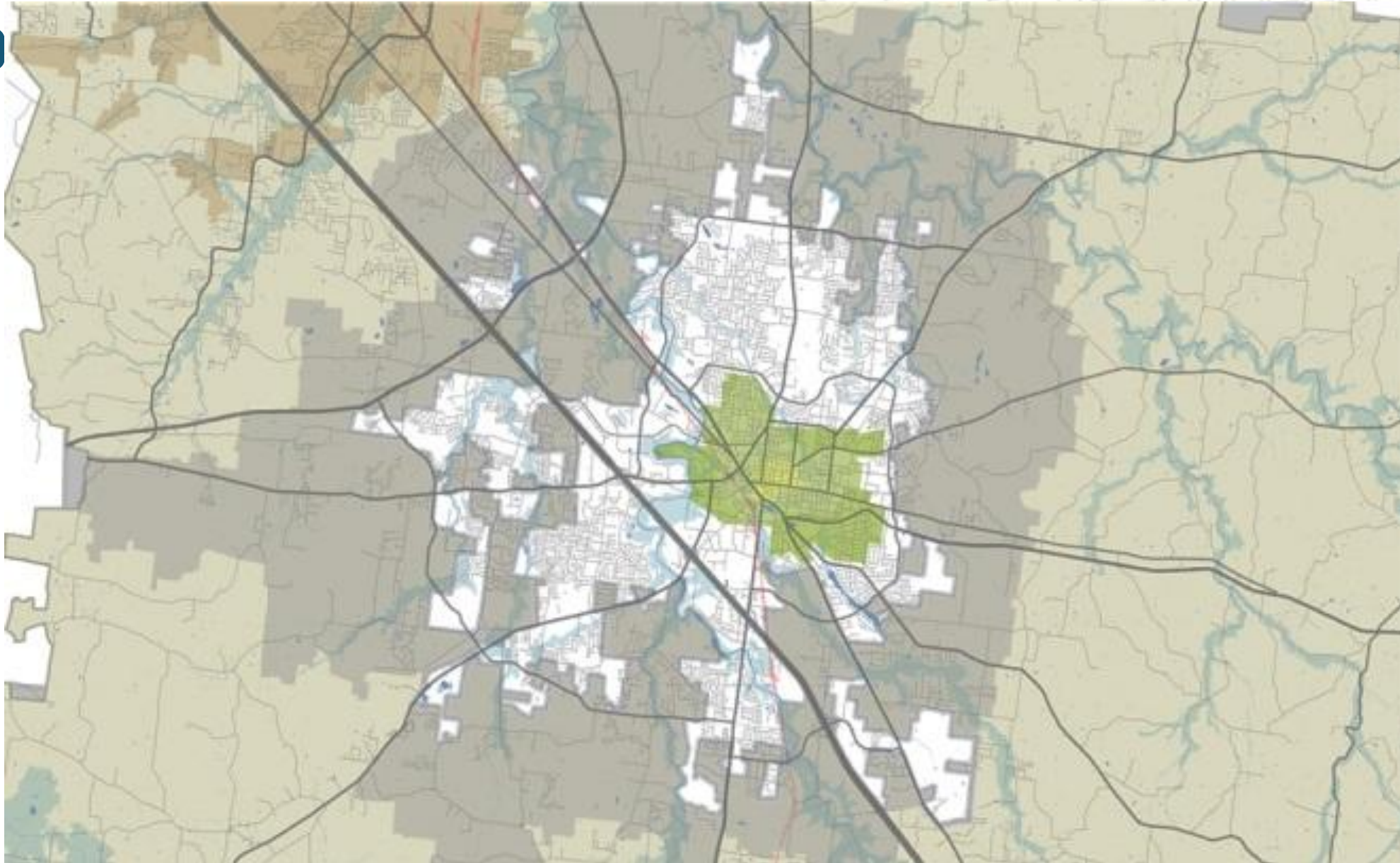


MURFREESBORO 2035

1950-1960

Population:

Density: 4.51



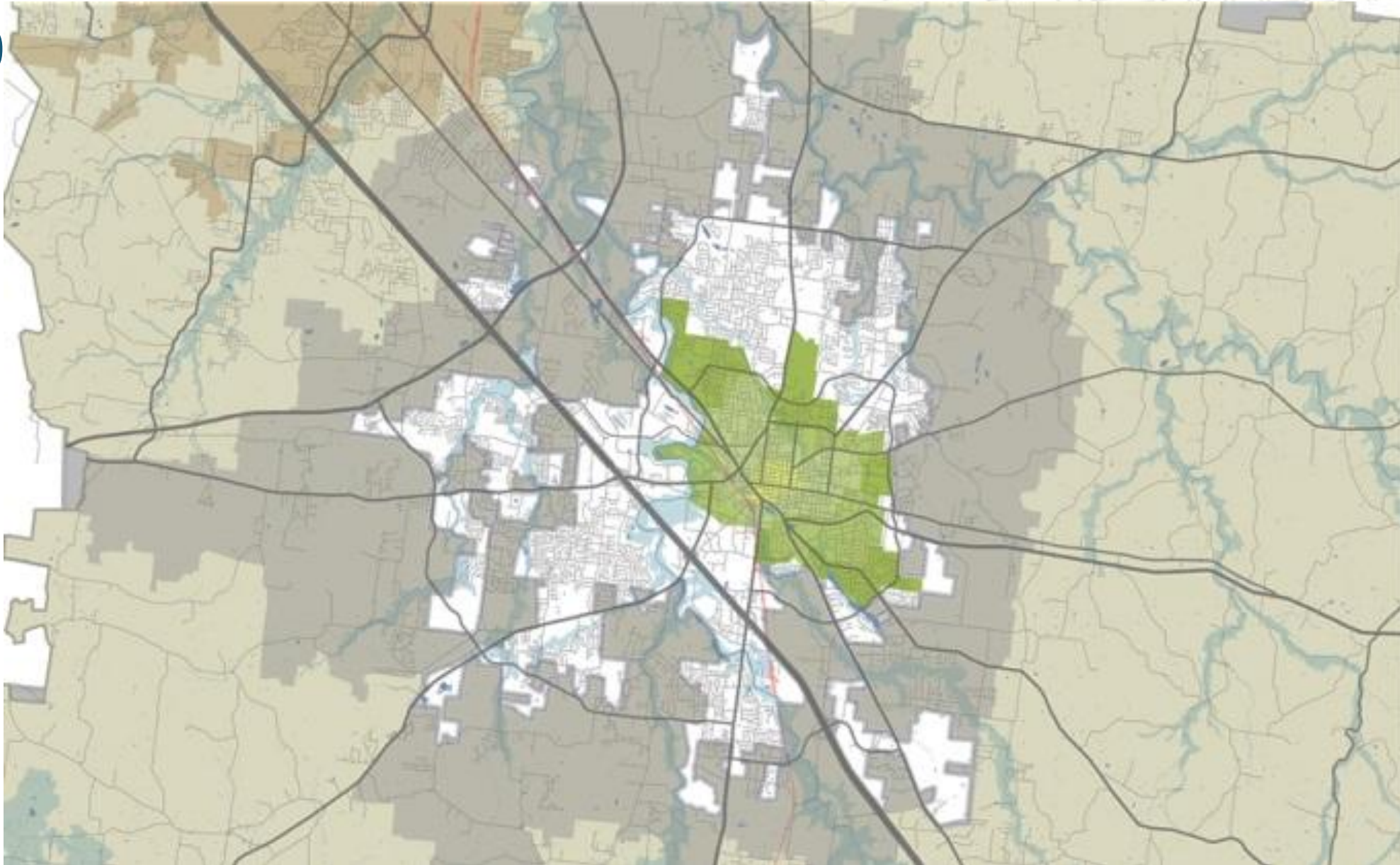


MURFREESBORO 2035

1960-1970

Population:

Density: 3.54



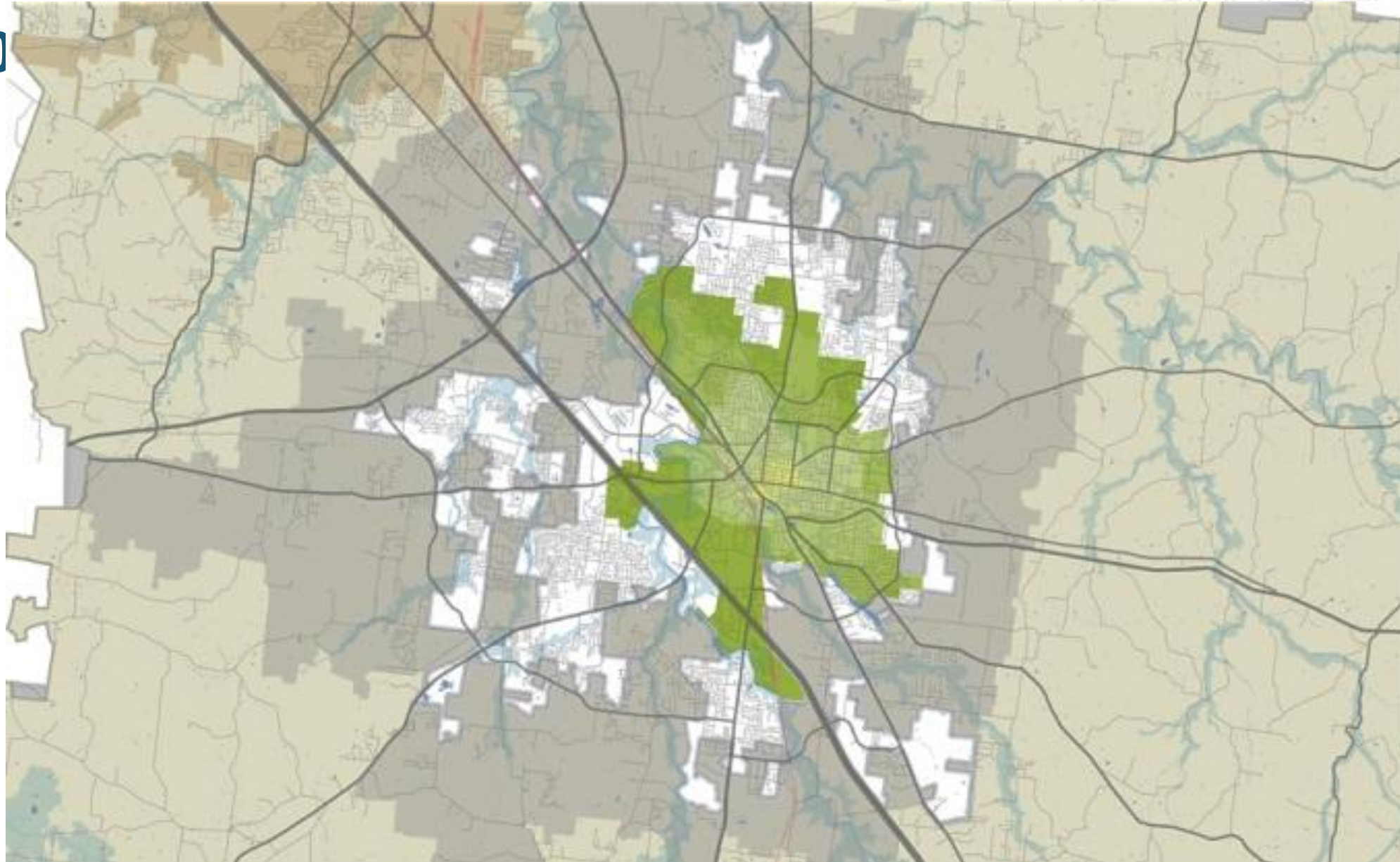


MURFREESBORO 2035

1970-1980

Population:

Density: 2.57





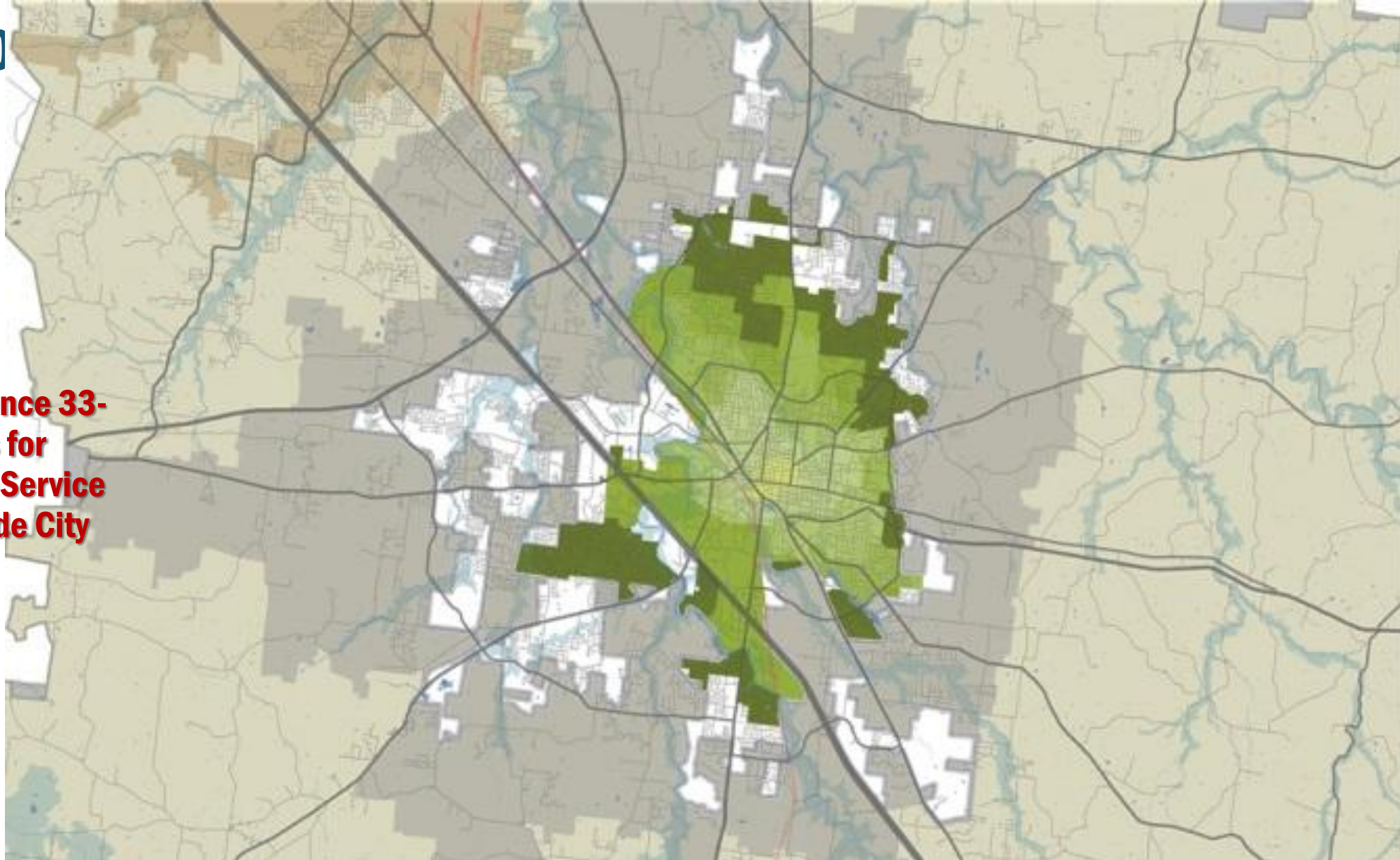
MURFREESBORO 2035

1980-1990

Population:

Density: 2.30

Municipal Ordinance 33-2.1.1: Conditions for Water and Sewer Service to Property Outside City Limits (1985)



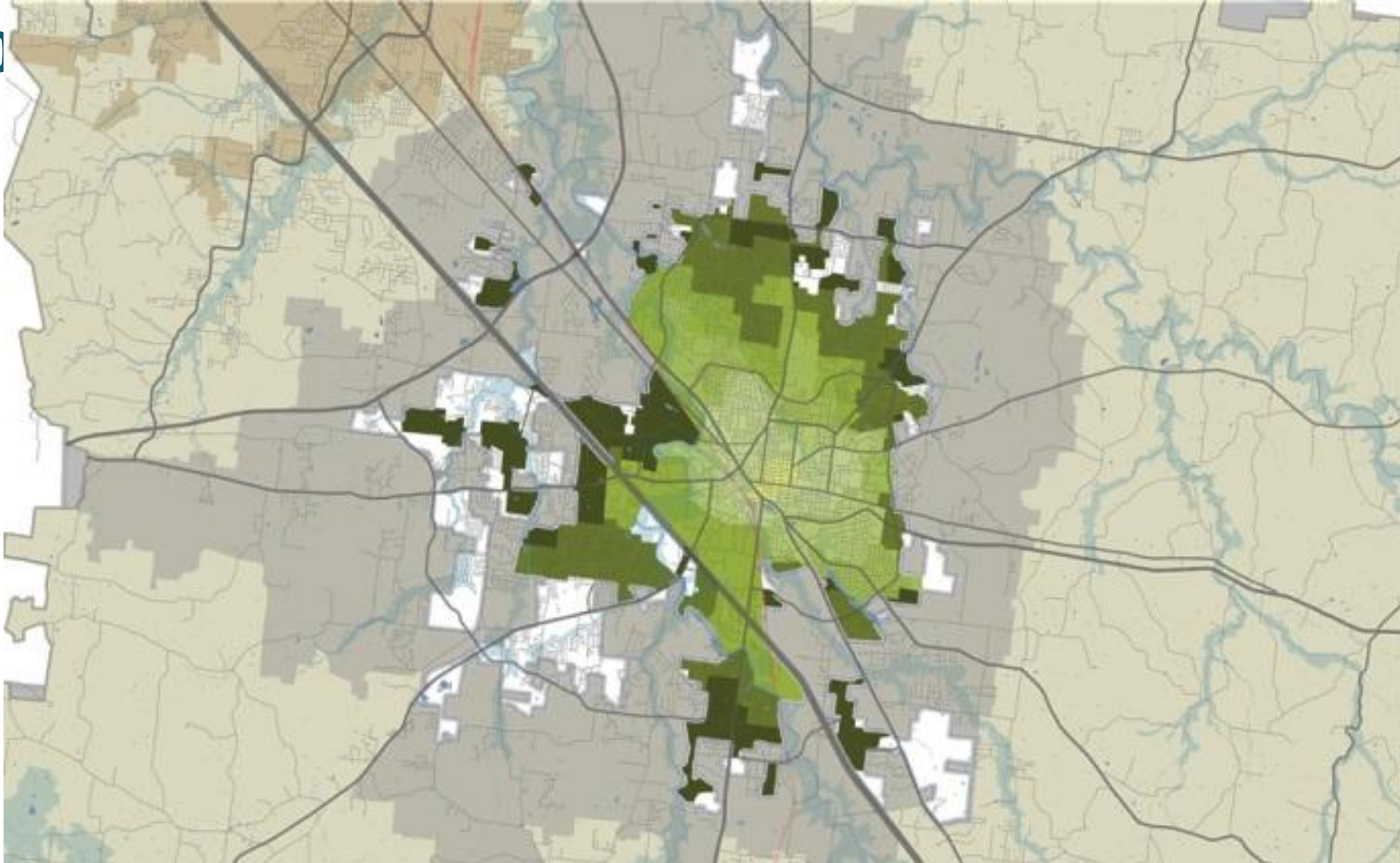


MURFREESBORO 2035

1990-2000

Population:

Density: 2.60





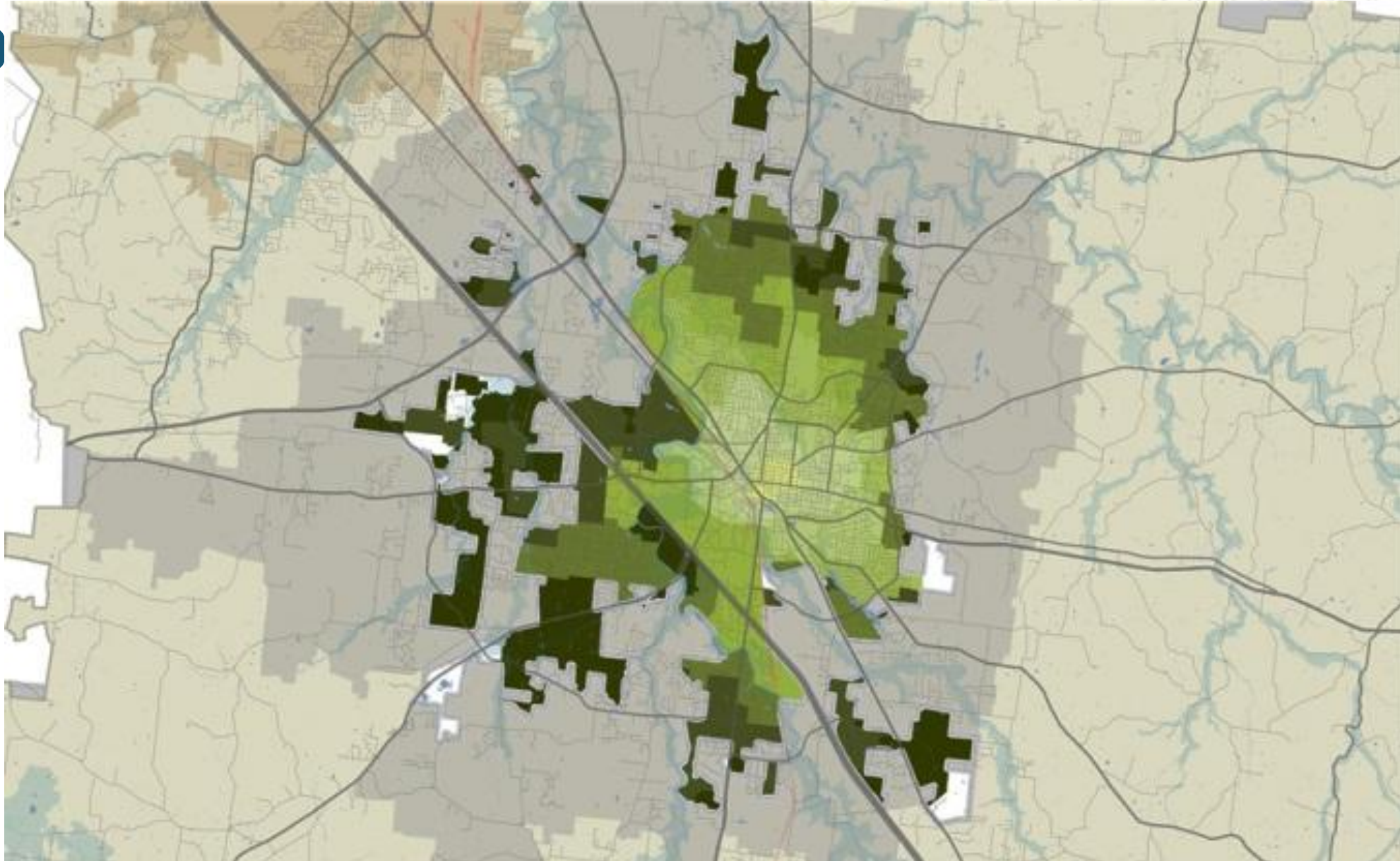
MURFREESBORO 2035

2000-2010

Population:

Density: 2.92

Acres: **10,757**





MURFREESBORO 2035

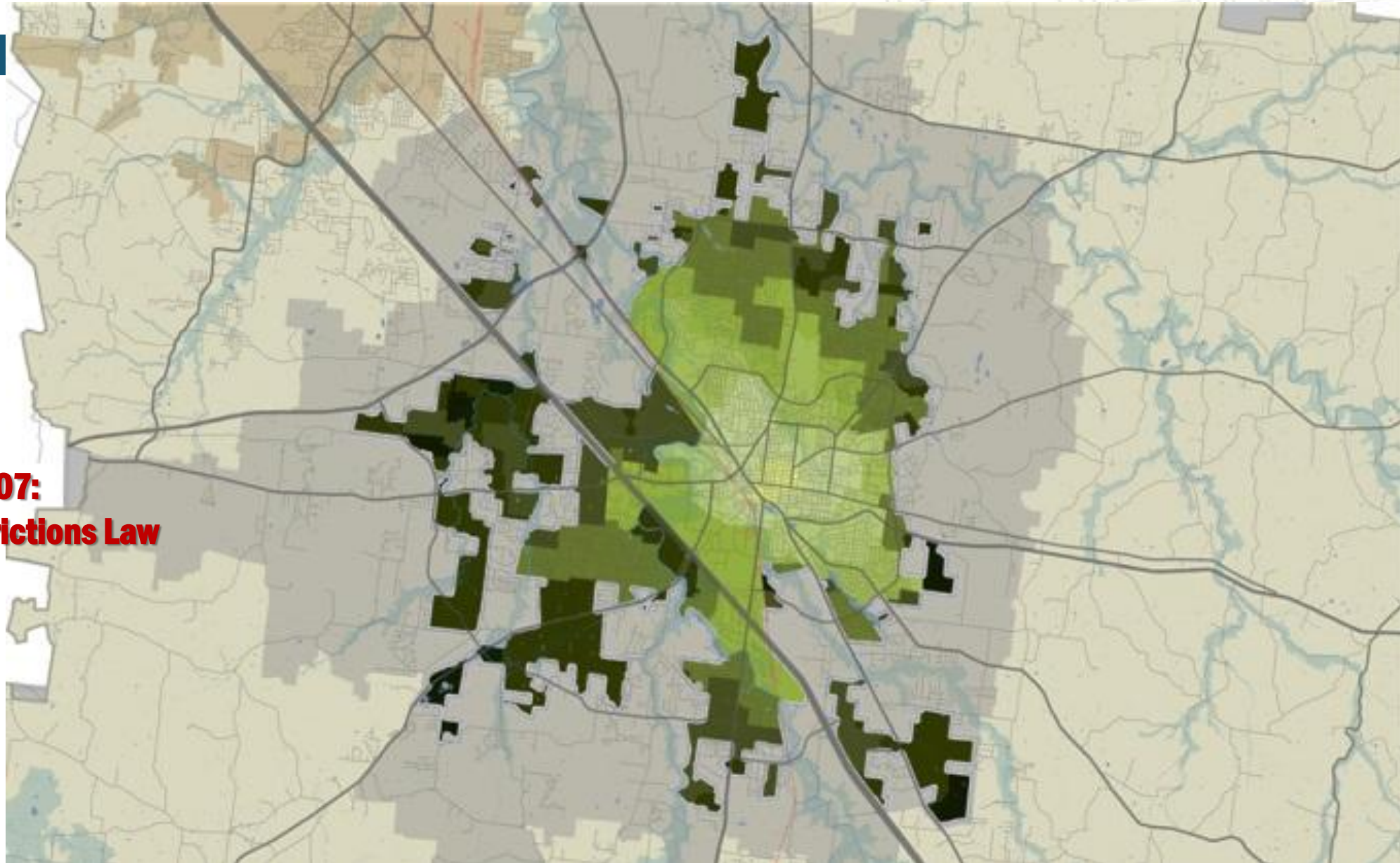
2010-2014

Population:

Density: 3.00

Acres: **1,700**

**Public Chapter 707:
Annexation Restrictions Law
(2014)**





MURFREESBORO, TN	34.8% (115,999)
BRENTWOOD, TN	34.0% (40,057)
CLARKSVILLE, TN	29.6% (146,001)
FRANKLIN, TN	30.6% (67,602)
HENDERSONVILLE, TN	21.7% (54,350)
NASHVILLE, TN	13.0% (627,382)
SMYRNA, TN	33.5% (43,011)
ASHEVILLE, NC	16.3% (88,296)
*ATHENS, GA	17.4% (121,528)
CARY, NC	32.6% (148,666)
CHARLOTTESVILLE, VA	0.1% (45,078)
COLUMBIA, MO	21.5% (115,069)
FLORENCE, AL	8.1% (40,053)
GREENVILLE, SC	17.5% (61,414)
MCKINNEY, TX	59.6% (148,225)

This map illustrates the Urban Growth Boundary (UGB) in Rutherford County, Tennessee. The boundary is shown as a thick black line. The area within the boundary is divided into various land use zones, represented by different colors and patterns. A large central area is shaded in a light green, while surrounding areas are in darker shades of green and yellow. The map also shows major roads, including Interstate 75 (I-75) and Interstate 275 (I-275), and the location of the county seat, Nashville, Tennessee. The map is titled "Urban Growth Boundary" and "Rutherford County" in the top right corner.

MAP 2.1

Legend:

- 1817-1850
- 1850-1950
- 1950-1960
- 1960-1970
- 1970-1980
- 1980-1990
- 1990-2000
- 2000-2010
- 2010-2014
- Urban Growth Boundary
- Town of Smyrna
- Rutherford County
- Flood Zones A and AE
- Water Bodies
- Railroad
- City of Murfreesboro



DRAFT 11.24.14

[illegible]



Population Projections

TABLE 1.6, POPULATION PROJECTION INDICATORS

Year	City Historical Population Growth	County Historical Population Growth	City					Planning Area (City + Urban Growth Boundary)					County	
			City Hazen and Sawyer	City Planning Department (High)	City Woods and Poole Step Down	City Tenn. State Data Center Step Down	City Planning Department (Low)	City Midpoint Projection	PA Hazen and Sawyer	PA Tenn. State Data Center Step Down	PA Woods and Poole Step Down	PA Midpoint Projection	County Woods and Poole	County Tenn. State Data Center
Growth Rate Range	2.5 - 4.7% CAGR	2.3 - 4.4% CAGR	2.2% - 2.7% CAGR	2.2% - 3.5% CAGR	2.7 - 3.1% CAGR	2.4% - 3.4% CAGR	1.6% - 2.7% CAGR	3.0% CAGR (2015 - 2040)	2.0 - 3.6% CAGR	2.2 - 3.4% CAGR	2.5 - 2.9% CAGR	2.8% CAGR (2015 - 2040)	2.3 - 2.7% CAGR	2.0% - 3.3% CAGR
Cumulative Annual Growth Rate	4.3% CAGR (1990 - 2013)	3.8% CAGR (1990 - 2013)	3.2% CAGR (2015 - 2040)	2.9% CAGR (2015 - 2040)	2.9% CAGR (2015 - 2040)	2.8% CAGR (2015 - 2040)	2.2% CAGR (2015 - 2040)		3.2% CAGR (2015 - 2040)	2.7% CAGR (2015 - 2040)	2.7% CAGR (2015 - 2040)		2.5% CAGR (2015 - 2040)	2.4% CAGR (2015 - 2040)
Source Date	2013	2013	2011	2013	2014	2013	2013	2014	2011	2013	2014	2014	2014	2013

Sources of Information:

Tennessee State Data Center (TSDC)

Woods and Pool (2014) – Used by Rutherford County and Nashville Area Metropolitan Planning Organization (NAMPO) for transportation planning.

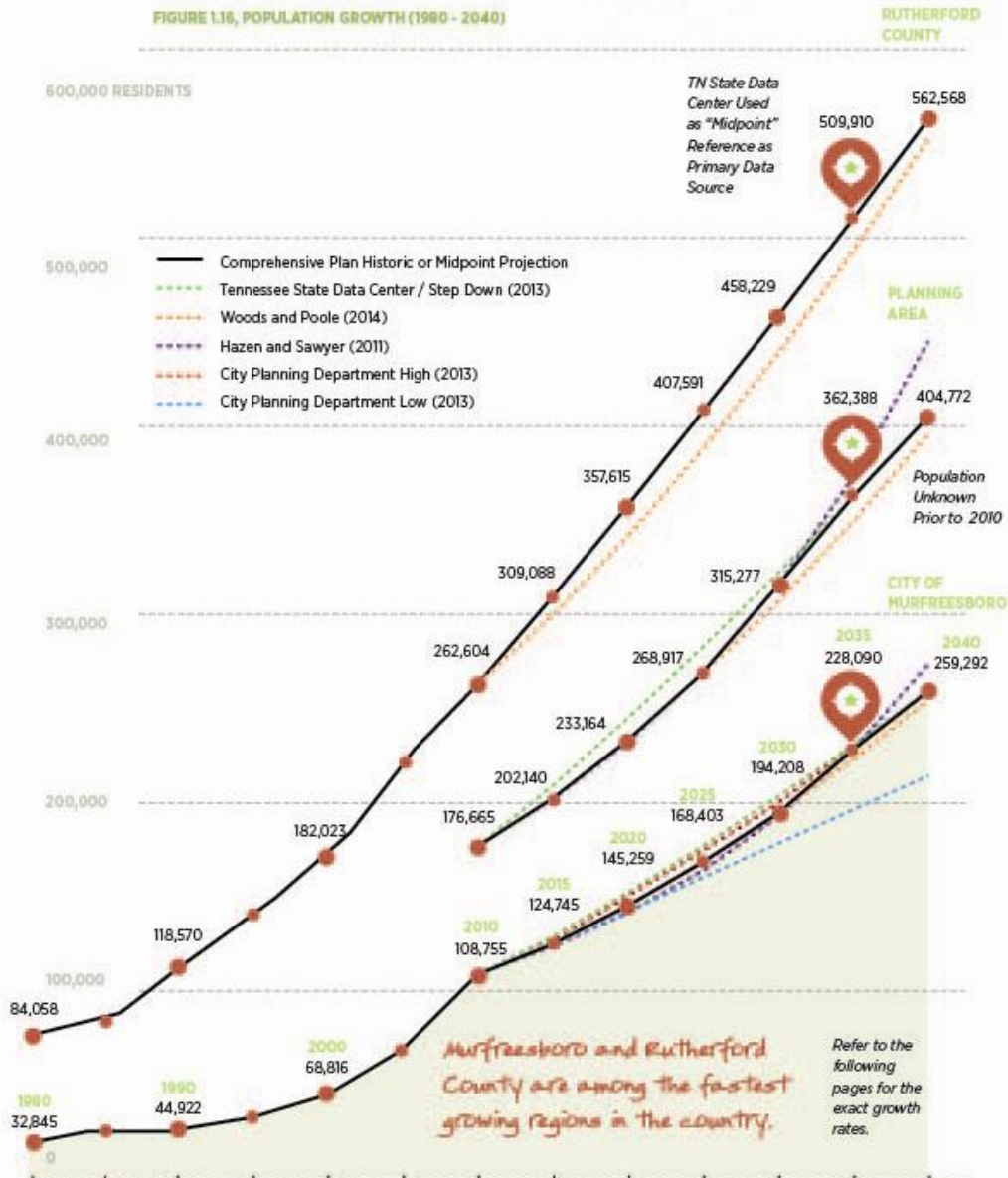
Hazen and Sawyer – Used in MWSD Wastewater Treatment Capacity and Effluent Disposal Study (2011).

City Planning Department - High and Low Estimates (of 8)



MURFREESBORO 2035

FIGURE 1.16, POPULATION GROWTH (1980 - 2040)



Population Projections

Murfreesboro:

2015

124,745

2035

228,090

Planning Area (UGB + City):

202,140

362,388

Rutherford County:

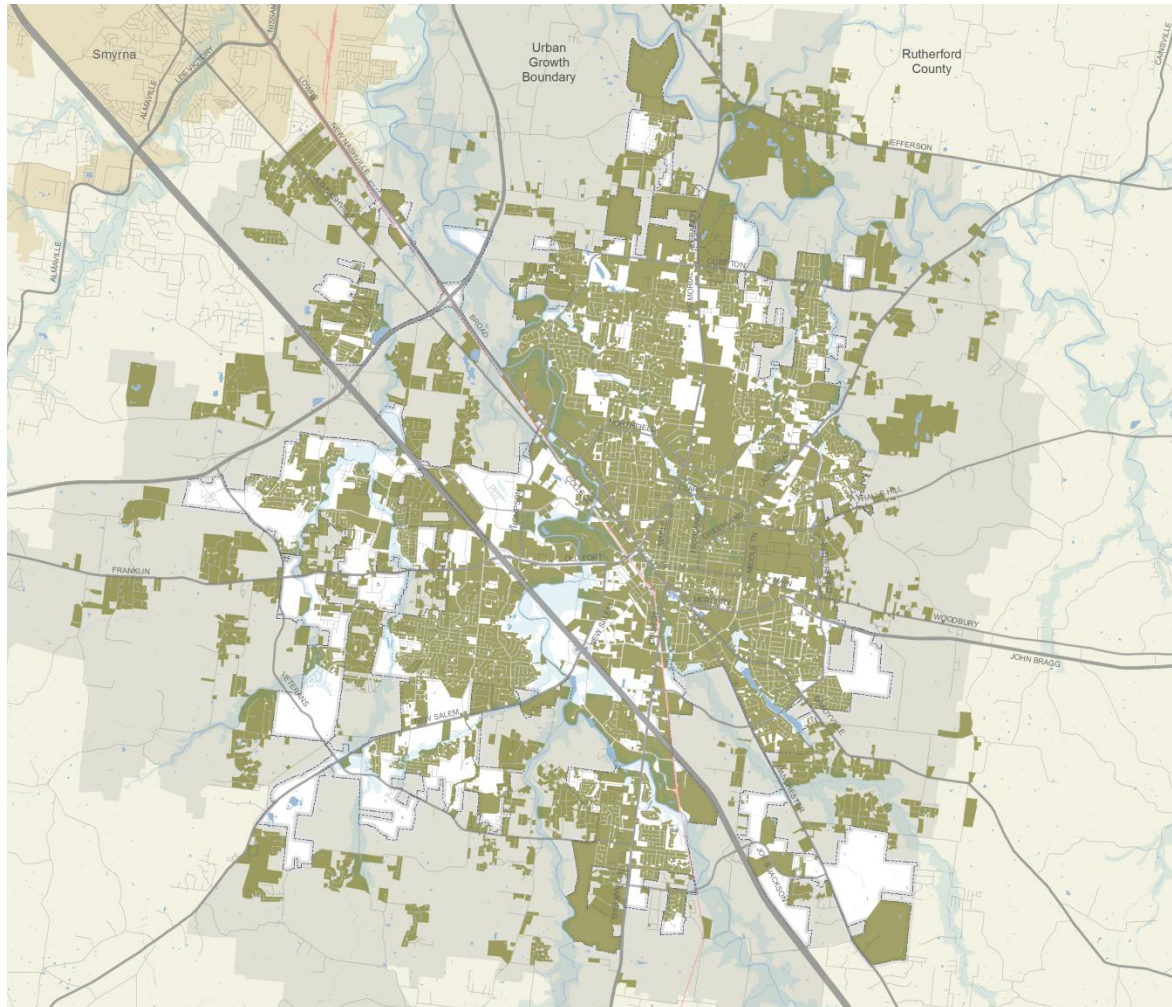
309,088

509,910



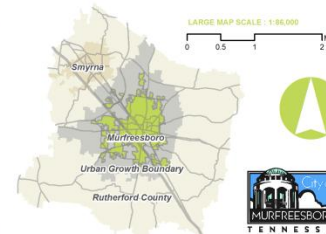
2 - Growth Capacity and Infrastructure

Land Availability within Planning Area



Existing Developed Land

- Developed Parcels
- Surface Water
- City of Murfreesboro
- 100 Year Floodplain
- Urban Growth Boundary
- Railroad
- Town of Smyrna
- Rutherford County



DRAFT 11.24.14

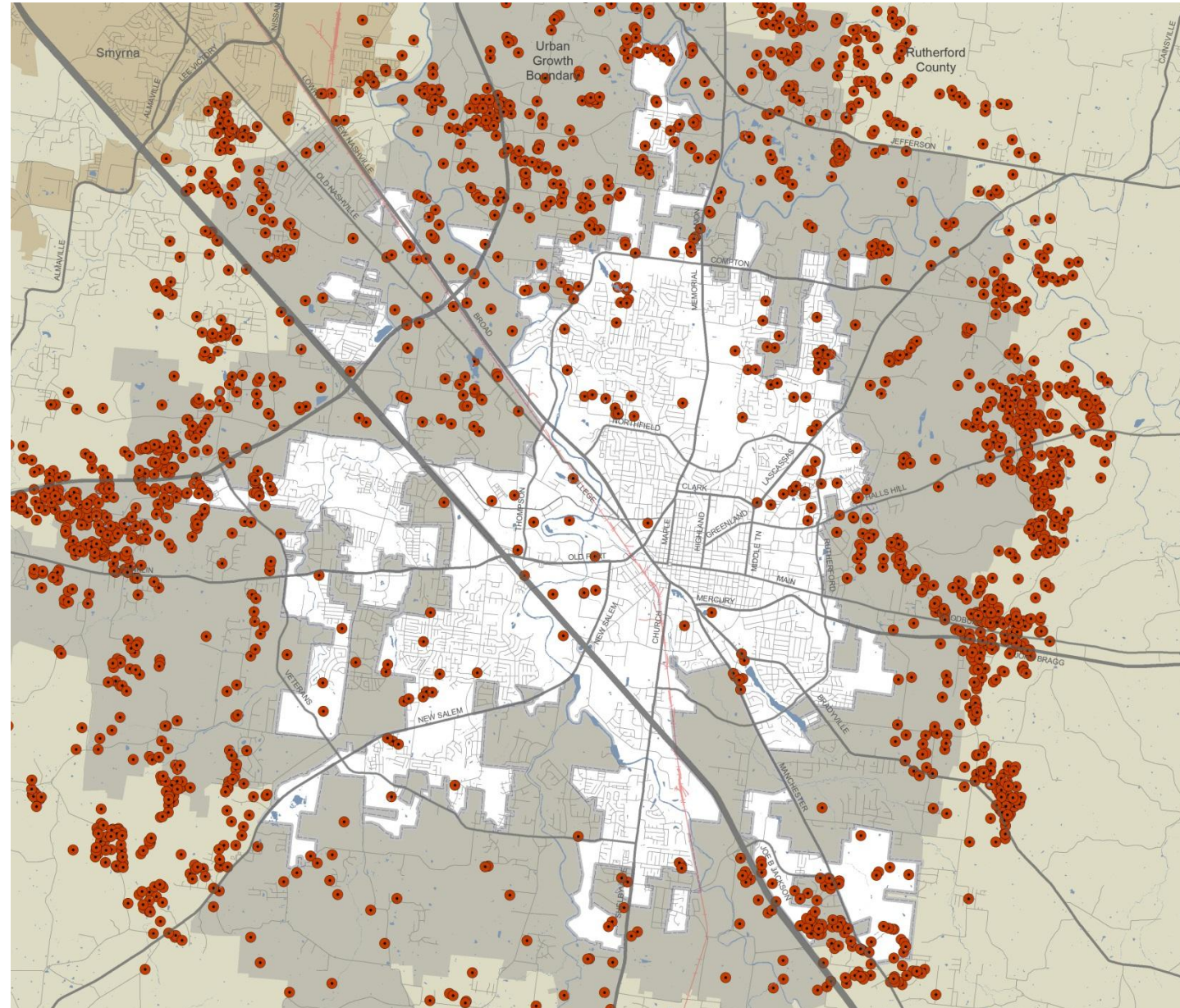
Client: City of Murfreesboro
Consultants: Kierdy Keast Collaborative, Neel-Schaffer, Inc., Smith Beckman Reid, Inc.
Primary Data Sources: City of Murfreesboro, Rutherford County, ESRI
Disclaimer: This map is provided for reference purposes only and is not suitable for legal, engineering or surveying purposes. The City makes no warranty concerning this information, including but not limited to its accuracy and/or completeness, and the data is subject to revision at any time without notice. Users of this information should independently review or consult the primary data and information sources to ascertain the sufficiency of this information. For confirmation or additional information, please contact the Murfreesboro Planning Department at (615) 853-5441 or ask for assistance from the Planning Staff.

Land Requirements:

Total Acres within the City: 78,281.50
Total Remaining Undeveloped Acres: 16,011.44
Total Additional Acres of Parks: 481
Total Acres of Residential Space Needed: 9,164.34



MURFREESBORO 2035

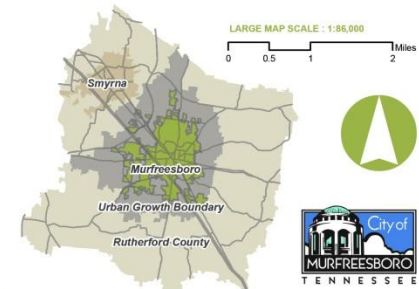


MURFREESBORO 2035

MAP X.X

Map Name

- Sink_Holes
- Water Bodies
- City of Murfreesboro
- Flood Zone A and AE
- Urban Growth Boundary
- Railroad
- Town of Smyrna
- Rutherford County

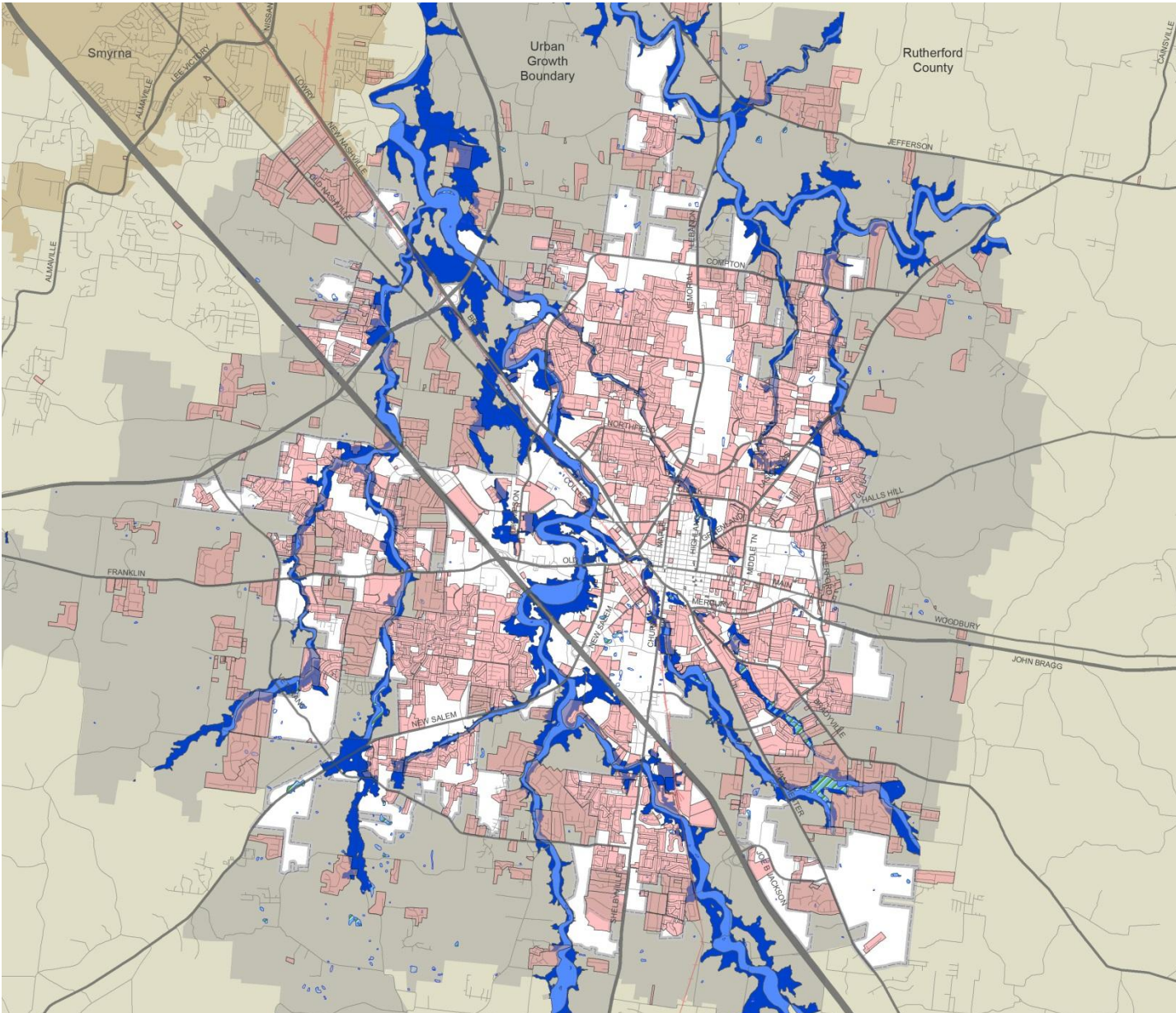


DRAFT 10.07.14

Client: City of Murfreesboro
Consultants: Kendig Keast Collaborative; Neel-Schaffer, Inc.; Smith Seckman Reid, Inc.
Primary Data Sources: City of Murfreesboro; Rutherford County; ESRI
Disclaimer: This map is provided for reference purposes only and is not suitable for legal, engineering or surveying purposes. The City makes no warranty concerning this information, including but not limited to its accuracy and/or completeness, and the data is subject to revisions at any time without notice. Users of this information should independently review or consult the primary data and information sources to ascertain the sufficiency of this information. For confirmation or additional information, please contact the Murfreesboro Planning Department at (615) 893-6441 or ask for assistance from the Planning Staff.



MURFREESBORO 2035



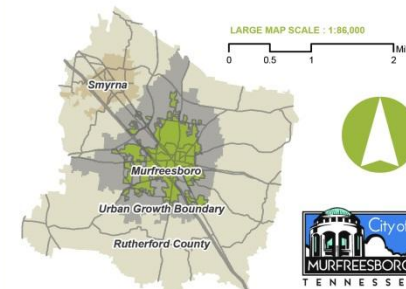
MAP 2.1

Land Development Suitability, (Surface Water and Wetlands)

- City of Murfreesboro
- Subdivisions
- Urban Growth Boundary
- Town of Smyrna
- FLOODZONE
- FLOODWAY

WETLANDS

- TYPE
- Freshwater Emergent Wetland
- Freshwater Forested/Shrub Wetland
- Rutherford County
- Railroad



DRAFT 10.07.14

Client: City of Murfreesboro

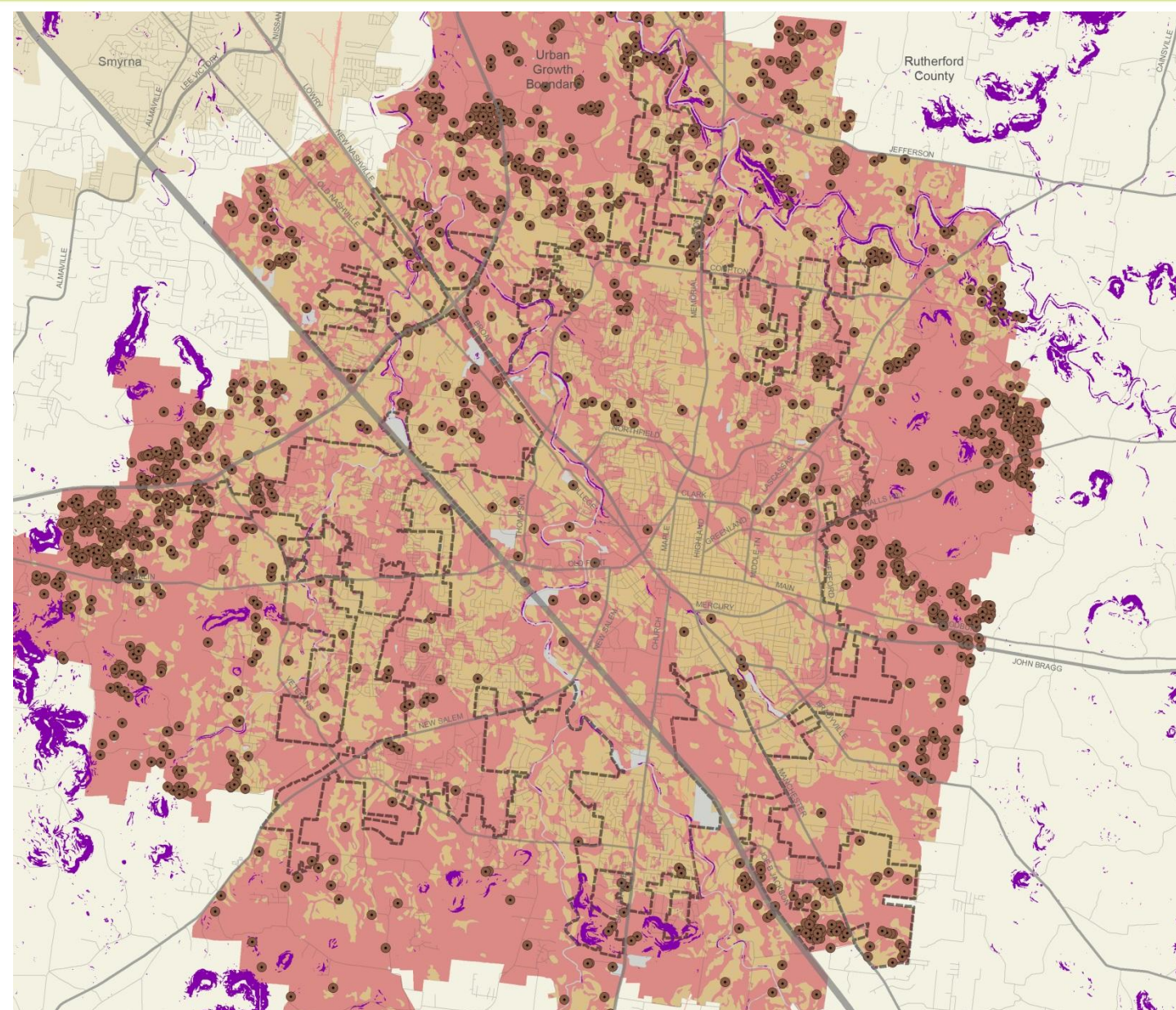
Consultants: Kendig Keast Collaborative; Neel-Schaffer, Inc.; Smith Seckman Reid, Inc.

Primary Data Sources: City of Murfreesboro; Rutherford County; Tennessee Landforms us; ESRI; FEMA; FWS; NRCS; USGS; NRCS;

Disclaimer: This map is provided for reference purposes only and is not suitable for legal, engineering or surveying purposes. The City makes no warranty concerning this information, including but not limited to its accuracy and/or completeness, and the data is subject to revisions at any time without notice. Users of this information should independently review or consult the primary data and information sources to ascertain the sufficiency of this information. For confirmation or additional information, please contact the Murfreesboro Planning Department at (615) 893-6441 or ask for assistance from the Planning Staff.



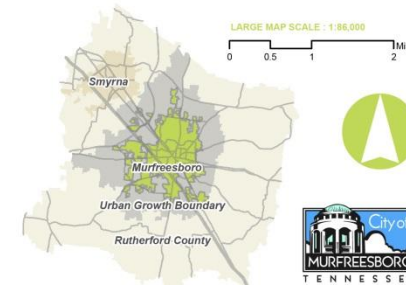
MURFREESBORO 2035



MURFREESBORO 2035

MAP 2.2

Land Development Suitability (Sink Holes, Steep Slopes, & Soils)



DRAFT 10.07.14

Client: City of Murfreesboro

Consultants: Kendig Keast Collaborative; Neel-Schaffer, Inc.; Smith Seckman Reid, Inc.

Primary Data Sources: City of Murfreesboro; Rutherford County; Tennessee Landforms.us; ESRI, FEMA, FWS, NRCS, USGS, NRCS.

Disclaimer: This map is provided for reference purposes only and is not suitable for legal, engineering or surveying purposes. The City makes no warranty concerning this information, including but not limited to its accuracy and/or completeness, and the data is subject to revisions at any time without notice. Users of this information should independently review or consult the primary data and information sources to ascertain the sufficiency of this information. For confirmation or additional information, please contact the Murfreesboro Planning Department at (615) 893-6441 or ask for assistance from the Planning Staff.



3 - Mobility

Key Considerations

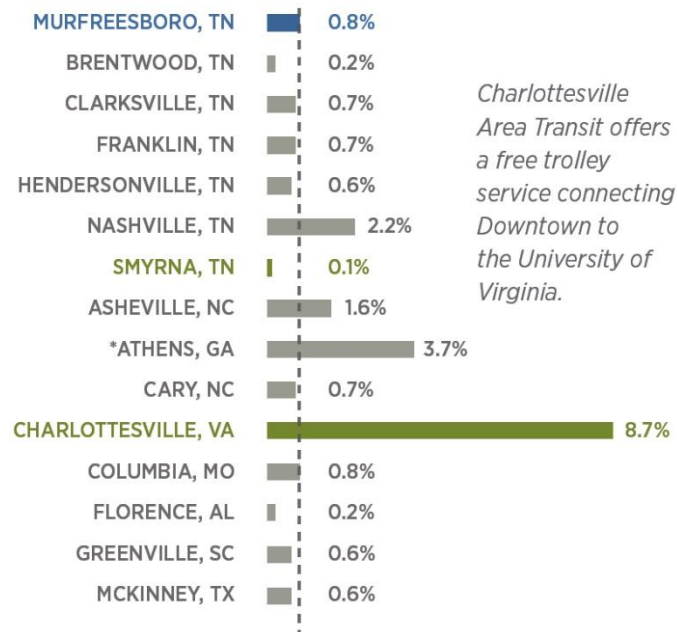
1. **Streetscape Improvements.** *Where and in what sequence should the City extend streetscape improvements (e.g., sidewalks, lighting, banners, signage, outdoor furniture)?*
 2. **Metro Transit.** *How can Murfreesboro improve regional mass transit connectivity to Nashville and surrounding jurisdictions?*
 3. **Increased Pedestrianization and Bicycle Use.** *How can the community expand the City's sidewalk and bicycle networks to increase the percentage of residents that benefit from and use them?*
 4. **Cross-Town Congestion.** *How can the City, Rutherford County, and TDOT continue to systematically improve the arterial and collector road network to efficiently convey traffic within and through the community, especially near major traffic generators?*
-



3 - Mobility

Public Transportation

FIGURE 1.17, RESIDENTS THAT TAKE PUBLIC TRANSPORTATION TO WORK (2012)



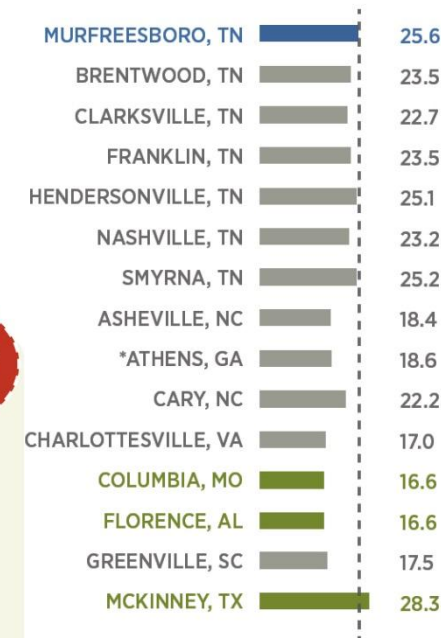
WHAT IS THE ONE "GAME CHANGER" IN MURFREESBORO THAT WILL DEFINE THE CITY'S FUTURE?



"Regional mass transit - Murfreesboro city residents and leaders have virtually no control over this 'game changing' development. But few things would have as widespread, positive impact on our city as the development of a comprehensive, convenient mass transit option to Nashville..."

Commute Time

FIGURE 1.18, MEDIAN COMMUTE TIME TO WORK IN MINUTES



71.1 percent of residents who live in Murfreesboro work in Rutherford County.

25.6 minutes

Of the seven cities studied locally Murfreesboro has the longest commute time to and from work.

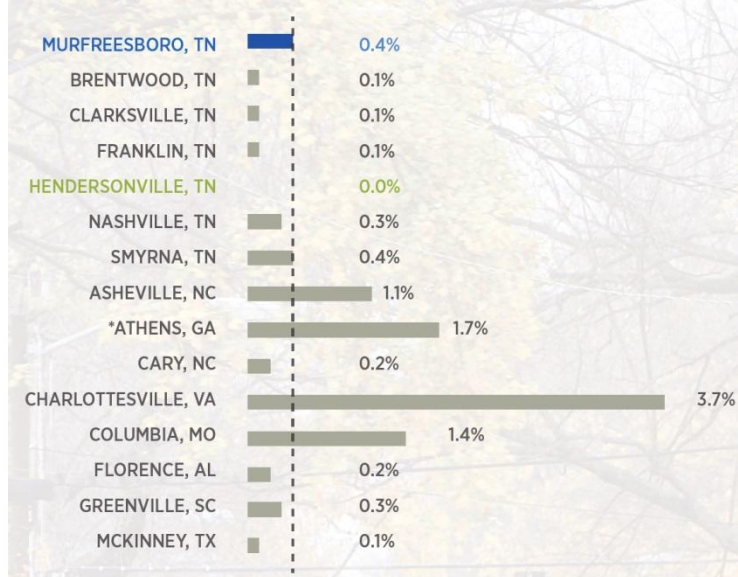


3 - Mobility

Active Transportation

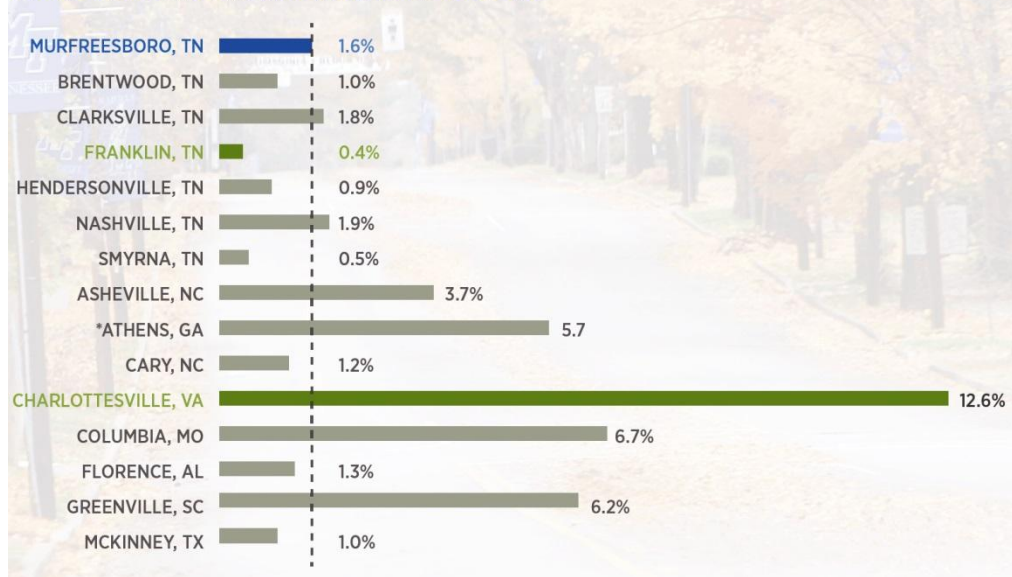
Bicycling

FIGURE 1.19, RESIDENTS THAT RIDE BICYCLES TO WORK (2012)



Walking

FIGURE 1.20, RESIDENTS THAT WALK TO WORK (2012)





4 – Land Use and Character

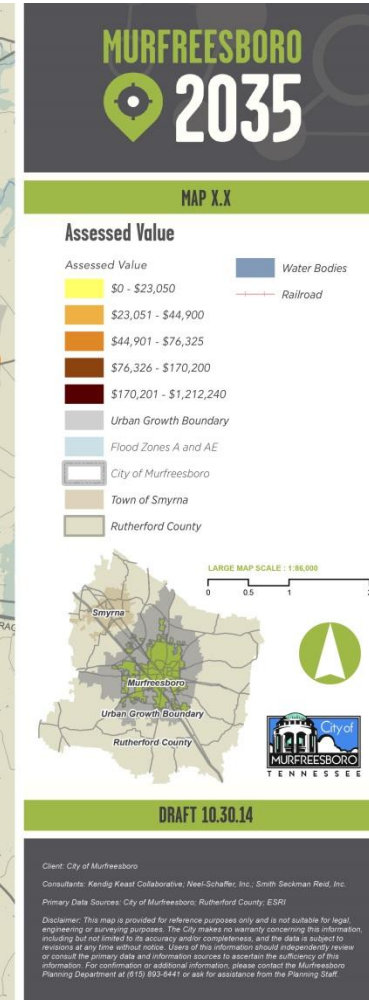
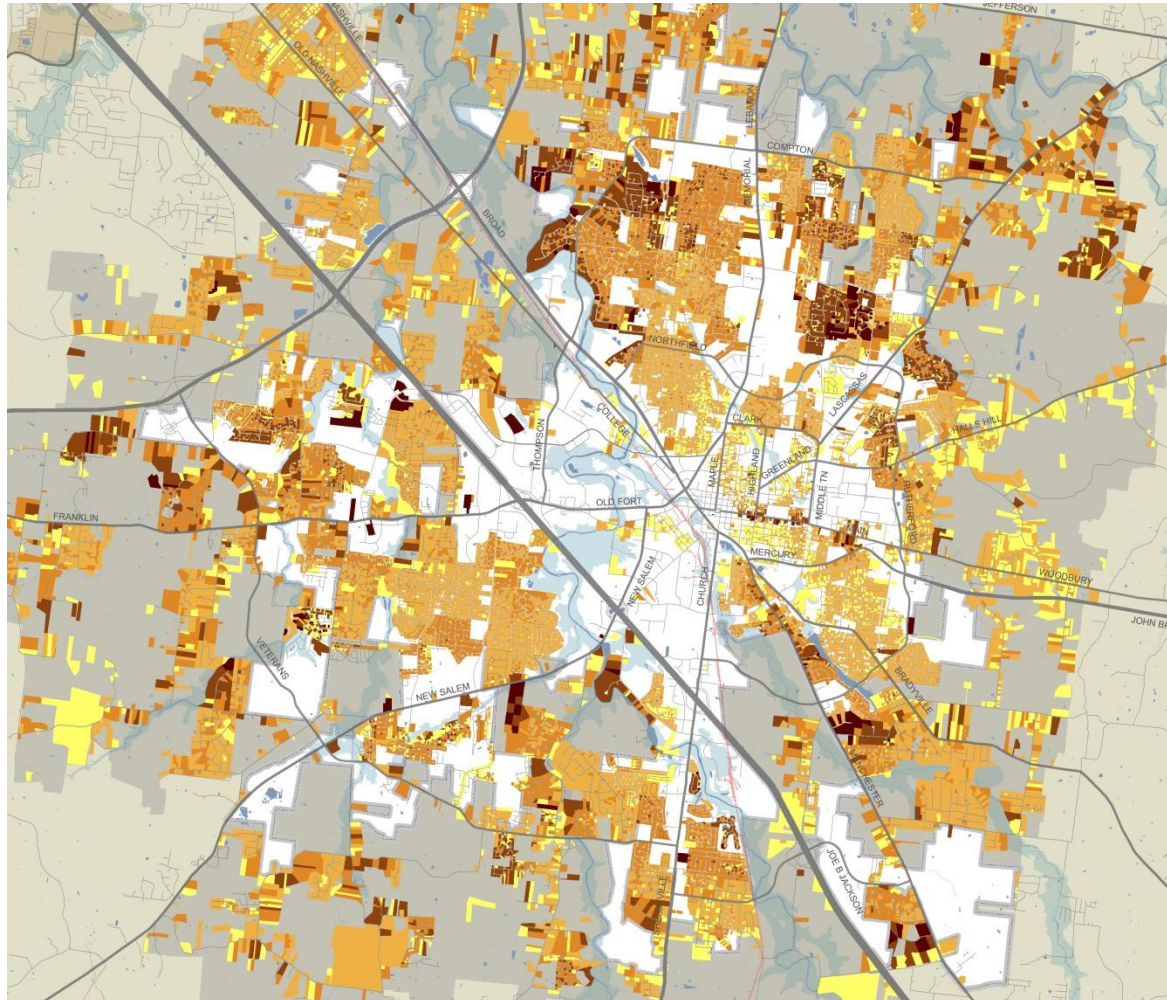
Key Considerations

1. **Developer-Friendly Development Climate.** *How can the City provide more communication and coordination mechanisms to streamline the development review process?*
 2. **Development Guidelines and Regulations.** *What updates are needed to the City's land development regulations to ensure new development is compatible with the preferred character of the community?*
 3. **Downtown Revitalization.** *How can the community increase the level of foot traffic, night time entertainment, private investment in Downtown, and more housing options?*
 4. **Commercial and Residential Infill.** *How can the City promote development or redevelopment of vacant or substandard buildings and properties?*
 5. **Quality Small and Large Retail Opportunities.** *How can the City balance small boutique and niche businesses while simultaneously attracting regional shopping centers that significantly increase the City's tax base?*
-



2 - Growth Capacity and Infrastructure

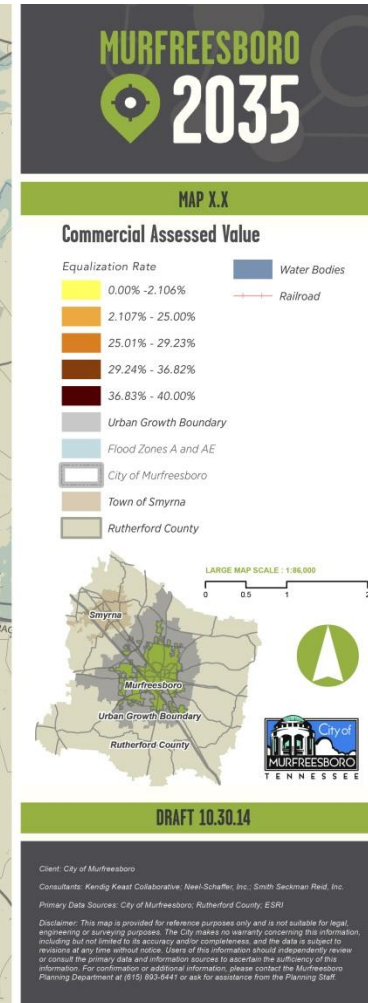
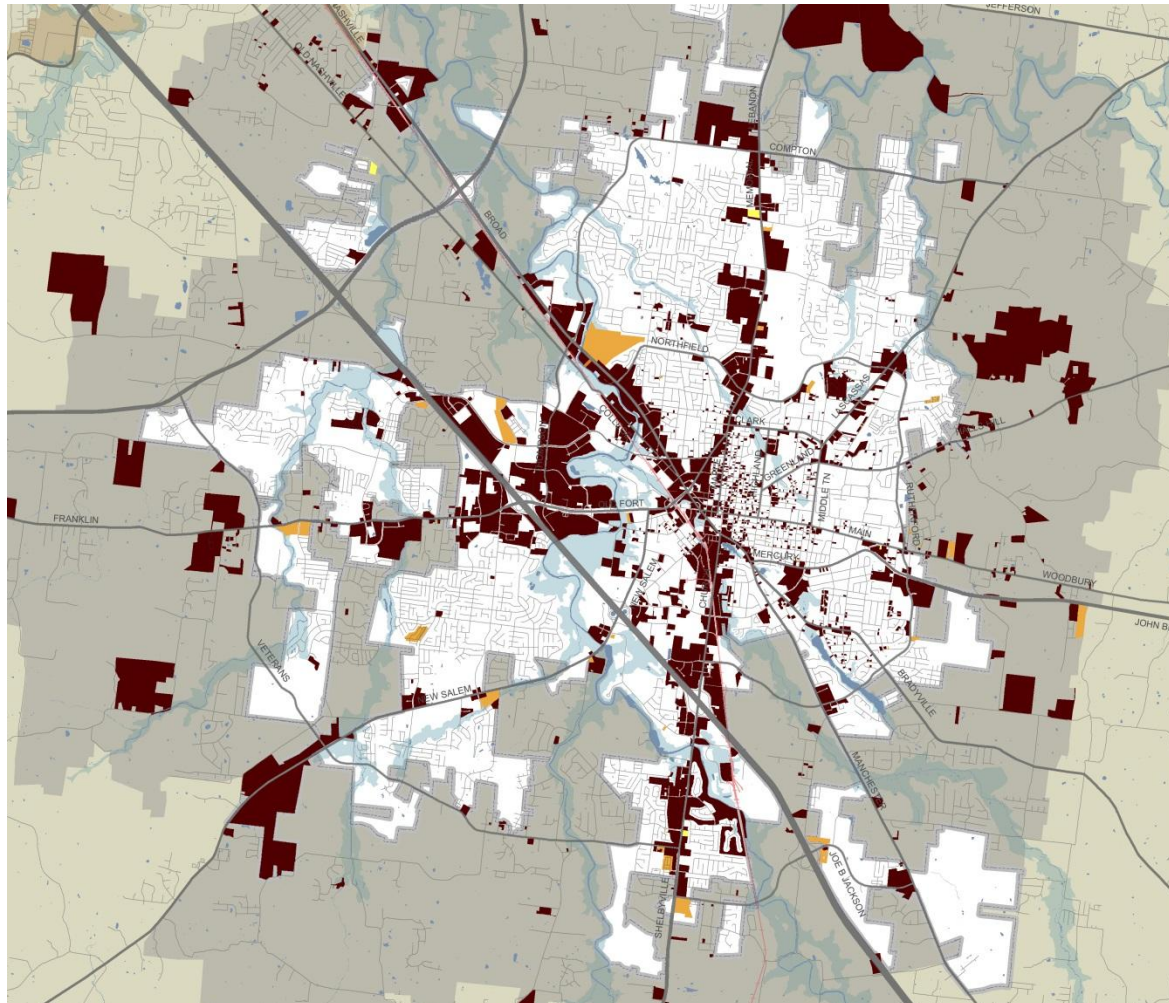
Assessed Property Value - Residential





2 - Growth Capacity and Infrastructure

Equalization Rate - Commercial



$$\frac{\text{Total Assessed Value (AV)}}{\text{Total Market Value (MV)}} = \text{Equalization Rate}$$

An **equalization rate** of –

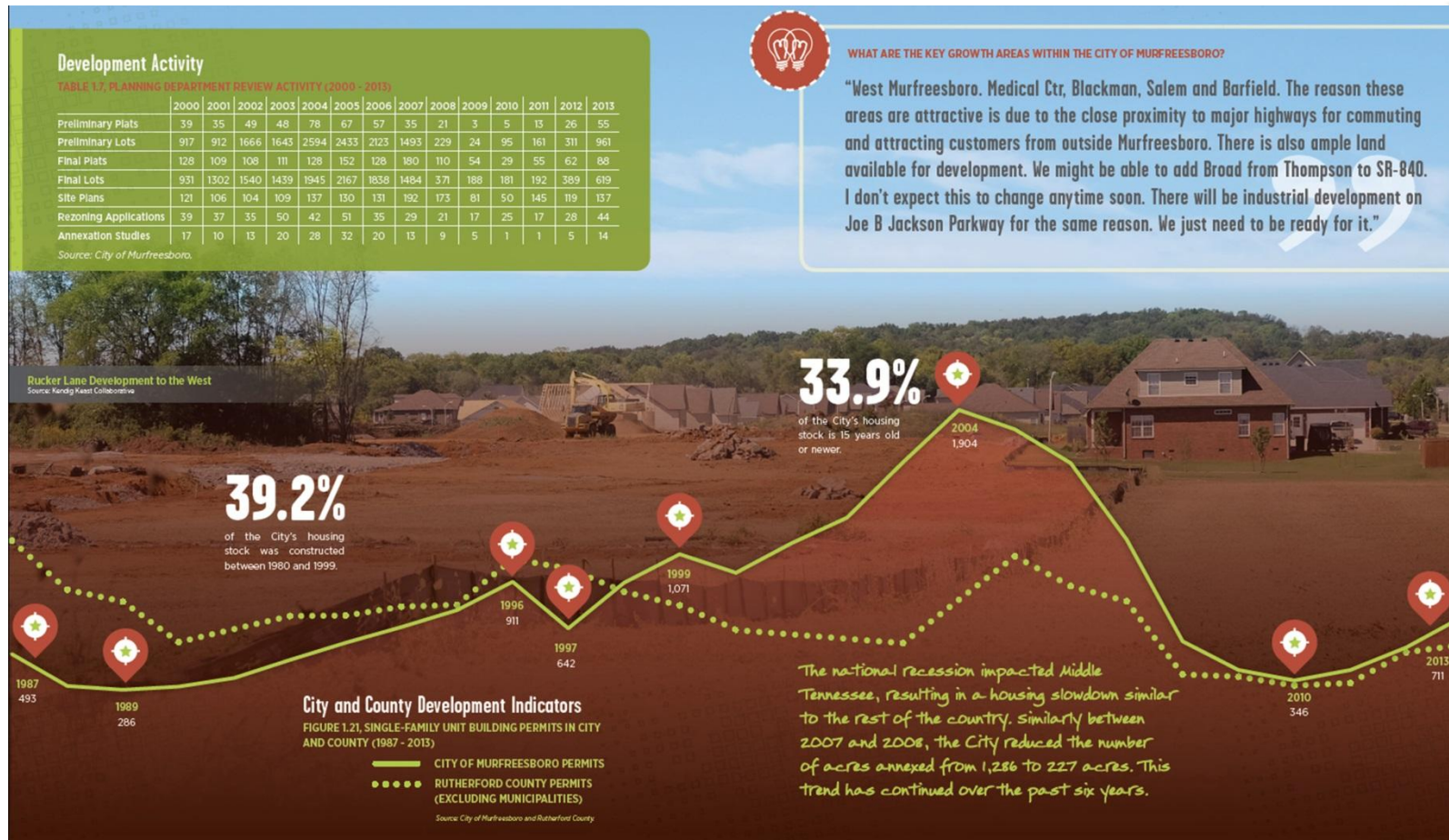
100 = *municipality is assessing property at 100 % of its market value.*

< 100 = *municipality's total market value is greater than its assessed value.*

> 100 = *total assessed value for municipality is greater than its market value.*



4 – Land Use and Character Development Activity





5 – Housing and Neighborhoods

Key Considerations

1. **Diverse Housing Options.** *How can the City encourage a broad spectrum of housing types and price points?*
 2. **Quality Housing Stock.** *How can the City encourage high-quality materials and visually appealing architectural designs that will hold their value over time?*
 3. **Neighborhood Conservation.** *How should redevelopment of land and adaptive re-use of buildings be addressed in the City's land development regulations to ensure compatibility with the existing neighborhoods? How does this compare to "greenfield development" occurring on vacant tracts of raw land?*
 4. **Neighborhood Amenities.** *What are the key elements necessary to make local neighborhoods a success?*
 5. **Infill and Adaptive Re-Use.** *How can the City encourage development and re-use of vacant residential and neighborhood commercial properties concentrated in the community's older neighborhoods?*
-



5 – Housing and Neighborhoods

Age of Housing Stock

Age of Housing Stock

FIGURE 1.22, PERCENT OF HOMES
BUILT IN 2000 OR LATER (2012)

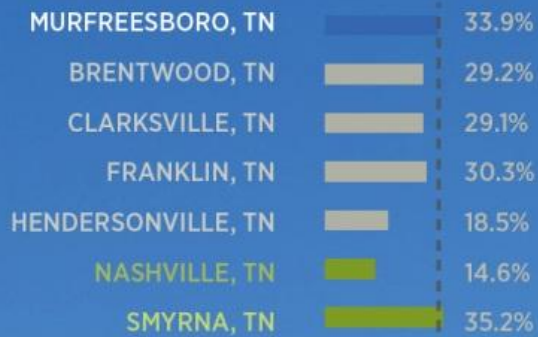


TABLE 1.8, AGE OF HOMES (2012)

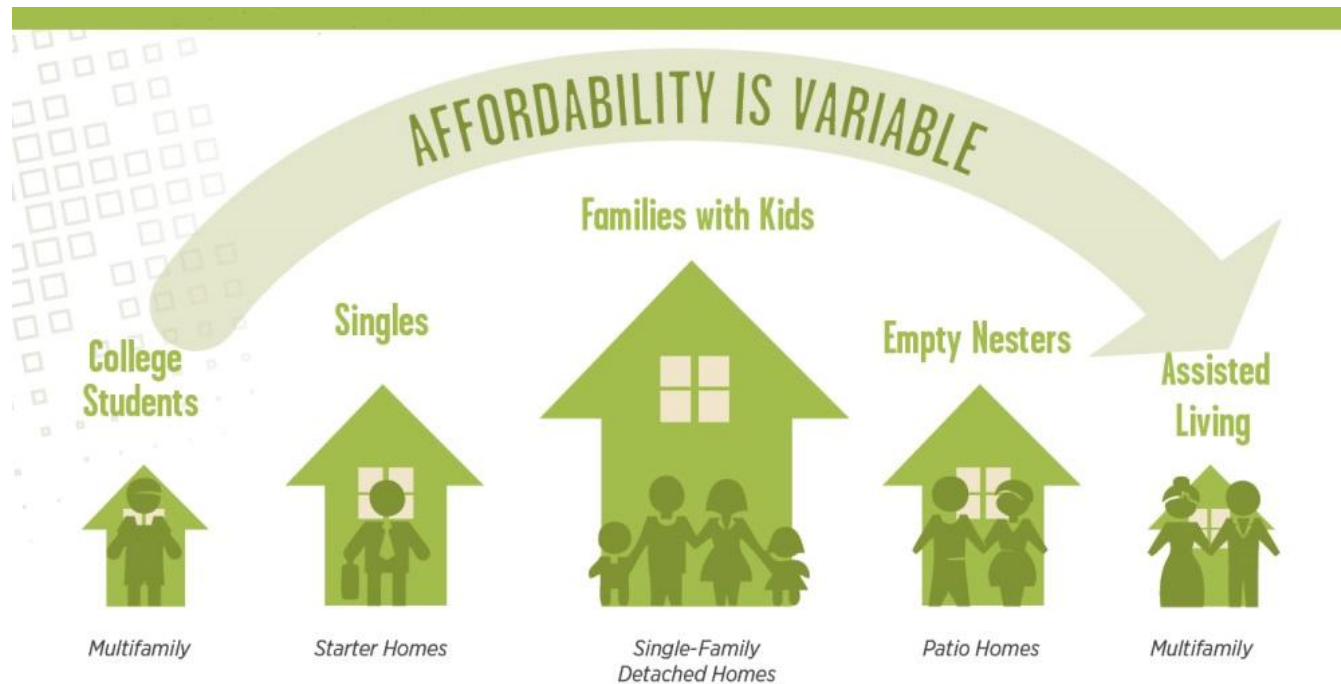
	2000 to Present	1980 - 1999	1960 - 1979	1959 or Earlier
Murfreesboro	33.9%	38.2%	18.6%	9.3%
Brentwood	29.2%	44.0%	25.9%	0.9%
Clarksville	29.1%	36.1%	22.9%	11.8%
Franklin	30.3%	50.7%	13.1%	5.9%
Hendersonville	18.5%	40.3%	36.9%	4.3%
Nashville	14.6%	29.3%	32.3%	23.8%
Smyrna	35.2%	42.2%	18.3%	4.2%

Source: U.S. Census Bureau, 2008-2012 American Community Survey.



5 – Housing and Neighborhoods

Affordability



A diversity of housing sizes, prices, and design types allows the Murfreesboro community to retain and attract residents at every stage in life, a positive attribute often referred to as the ability to “live in place.”



5 – Housing and Neighborhoods

Affordability

FIGURE 1.23, AFFORDABILITY INDEX (2014)

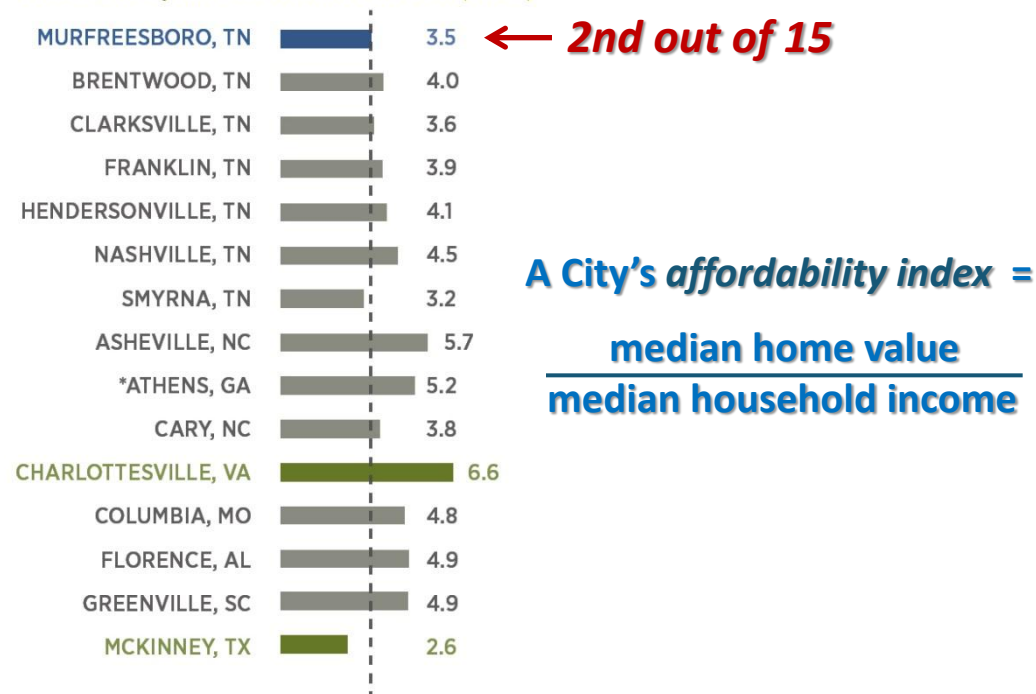


FIGURE 1.24, MEDIAN HOME VALUE (2014)



The City of Murfreesboro's -
median home value is \$176,200
median household income is \$50,768.



5 – Housing and Neighborhoods

Vacancy, Owner Occupation, and Renter Occupation Rates (2014)

TABLE 1.9, VACANCY, OWNER OCCUPATION, AND RENTER OCCUPATION RATES (2014)

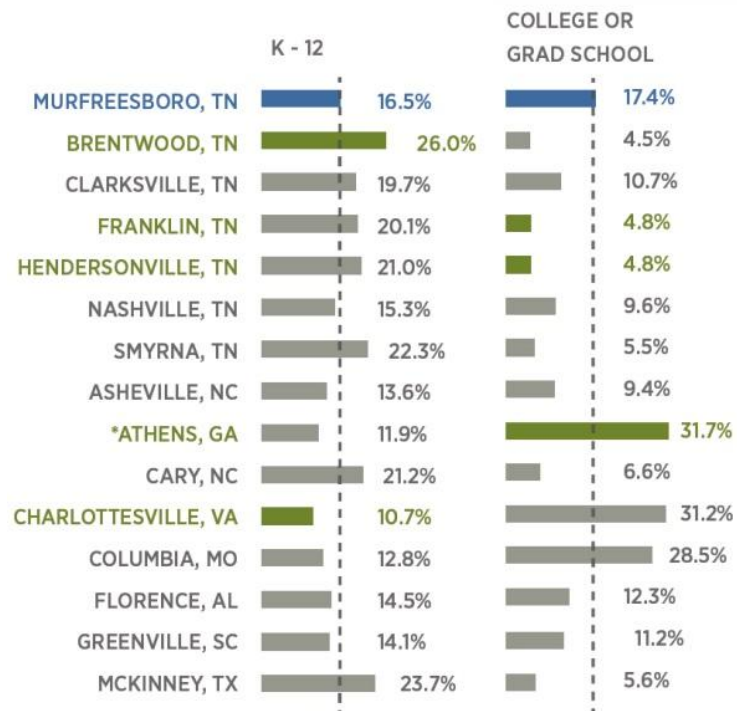
	Vacant			Owner-Occupied			Renter-Occupied		
	2000	2010	2014	2000	2010	2014	2000	2010	2014
Murfreesboro	7.5%	7.8%	7.5%	52.3%	49.4%	47.7%	40.2%	42.8%	44.8%
Brentwood	2.8%	3.2%	3.4%	85.2%	90.1%	87.7%	12.0%	6.6%	8.9%
Clarksville	7.8%	9.8%	10.0%	53.1%	50.6%	47.8%	39.0%	39.6%	42.2%
Franklin	6.2%	6.0%	6.4%	66.8%	63.2%	61.2%	27.0%	30.7%	32.4%
Hendersonville	4.1%	6.6%	6.3%	69.8%	66.4%	64.3%	26.1%	26.9%	29.4%
Nashville	6.2%	8.7%	7.9%	51.2%	50.6%	47.2%	42.6%	40.8%	44.9%
Smyrna	4.2%	6.2%	5.9%	63.2%	61.3%	58.3%	32.7%	32.5%	35.8%
Asheville, NC	8.6%	10.2%	9.8%	51.8%	45.2%	44.5%	39.5%	44.6%	45.7%
Athens, GA*	5.7%	11.1%	10.3%	39.3%	37.1%	34.8%	55.0%	51.7%	54.9%
Cary, NC	5.2%	6.4%	6.4%	67.7%	64.5%	61.4%	27.1%	29.2%	32.2%
Charlottesville, VA	4.2%	7.4%	7.6%	39.1%	38.1%	35.8%	56.6%	54.5%	56.6%
Columbia, MO	6.4%	7.9%	7.7%	45.7%	43.7%	42.3%	47.8%	48.4%	49.9%
Florence, AL	10.4%	10.5%	10.6%	52.4%	49.1%	47.4%	37.1%	40.4%	42.0%
Greenville, SC	10.9%	13.0%	12.8%	42.5%	39.5%	39.0%	46.6%	47.5%	48.1%
McKinney, TX	6.6%	7.4%	7.1%	65.9%	65.7%	64.4%	27.5%	26.9%	28.4%



5 – Housing and Neighborhoods

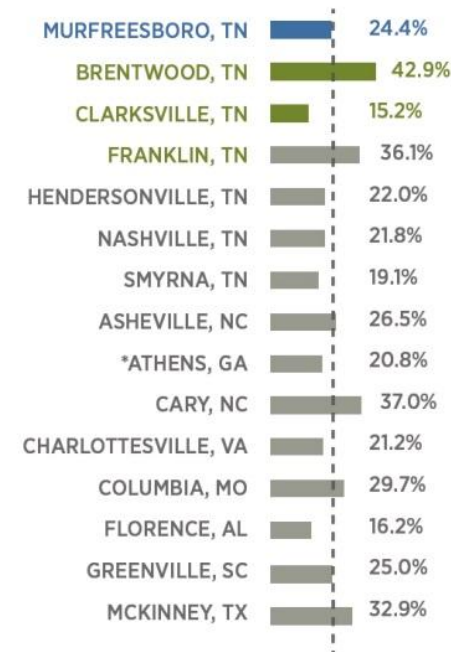
Educational Enrollment

FIGURE 1.31, KINDERGARTEN THROUGH
GRADUATE SCHOOL ENROLLMENT (2012)



Murfreesboro has the highest percentage of residents in either college or graduate school than any of the other Tennessee cities studied.

FIGURE 1.32, ATTAINMENT OF
BACHELOR'S DEGREES (2012)



Murfreesboro's educational attainment percentage is average across all comparison communities.



6 – Parks, Recreation, and Natural Resources

Key Considerations

1. **Athletic Fields and Other Facilities.** *How can the City expand its athletic fields, swimming facilities, and other recreation complexes to meet the needs of its current and future residents, schools, and league/club sports teams? Increased potential for tournament play?*
 2. **Balanced System.** *How can the City balance the development of regional parks, such as Barfield Crescent Park, while maintaining and preserving smaller parks and gathering spaces – a major source of community and neighborhood pride?*
 3. **Passive Recreation.** *How can the City append its existing system with more passive recreation opportunities, which are typically characterized as undeveloped “natural” spaces oftentimes located in environmentally sensitive areas for the purpose of wildlife habitat, outdoor education, scenic vistas, and peaceful retreats from urban living?*
-



Guiding Principles

Expand Recreational Opportunities for all Citizens.

Expand active and passive recreational opportunities through programmatic and facility improvements.

Promote Environmental Health.

Encourage land use decisions that recognize, incorporate, and sustain valuable ecosystem services related to air, water, and land quality, and the intrinsic value of nature.

Develop a Park Network.

Provide and enhance a variety of high-quality parks, trails, community centers and open space, regionally integrated, equitably distributed and accessible to all, to contribute to the character of the community and offer personal enrichment, educational and recreational opportunities.



7 – Economic Development

Key Considerations

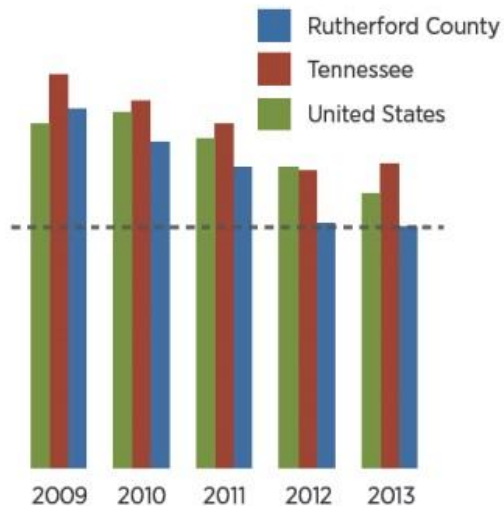
1. **Business and Industrial Parks.** *How can the City leverage existing and prospective business and industrial parks to attract high quality jobs and long-term tax revenues? Where should land be set aside for the next generation of business and industrial land?*
 2. **Community Identity.** *What is Murfreesboro's unique city brand that sets it apart from its neighbors, Franklin, Smyrna, Brentwood, and to some extent Nashville?*
 3. **White-Collar Jobs.** *How can Murfreesboro recruit more white-collar jobs to diversity the labor force and increase the median income, which will increase residents' and business owners' spending power?*
 4. **Air Flight Technology Corridor.** *How can the City and its regional partners solicit buy-in to a southeast Nashville area airport corridor, which links MTSU's top-ranked aerospace degree program with the Murfreesboro Municipal Airport, Smyrna/Rutherford County Airport, and Nashville International Airport?*
-



7 – Economic Development

Unemployment

FIGURE 1.42, UNEMPLOYMENT AVERAGE ANNUAL RATES (2009 - 2013)



Source: Bureau of Labor Statistics.

Rutherford County has consistently had lower unemployment rates than the state and has typically performed better than the nation.

Working at Home

FIGURE 1.43, RESIDENTS THAT WORK AT HOME (2012)





Vision Statement – *What do you want Murfreesboro to be like in 20 years?*

Keywords / Elements

Better educated
Proud of what accomplished
More mass transit / mobility
Quality of life
Stronger identity
Children choose to live here
Entertainment district
Assist seniors to maintain lifestyle /accommodate lifestyle housing
Strong vibrant downtown
Further engage in what university has to offer
government that is economically sound
Maintain affordability
Greener community
Hospitality
College town
Collaborative
Corporate headquarters
Improve averages
Percent that walk to work
Class A office space
White collar job growth
